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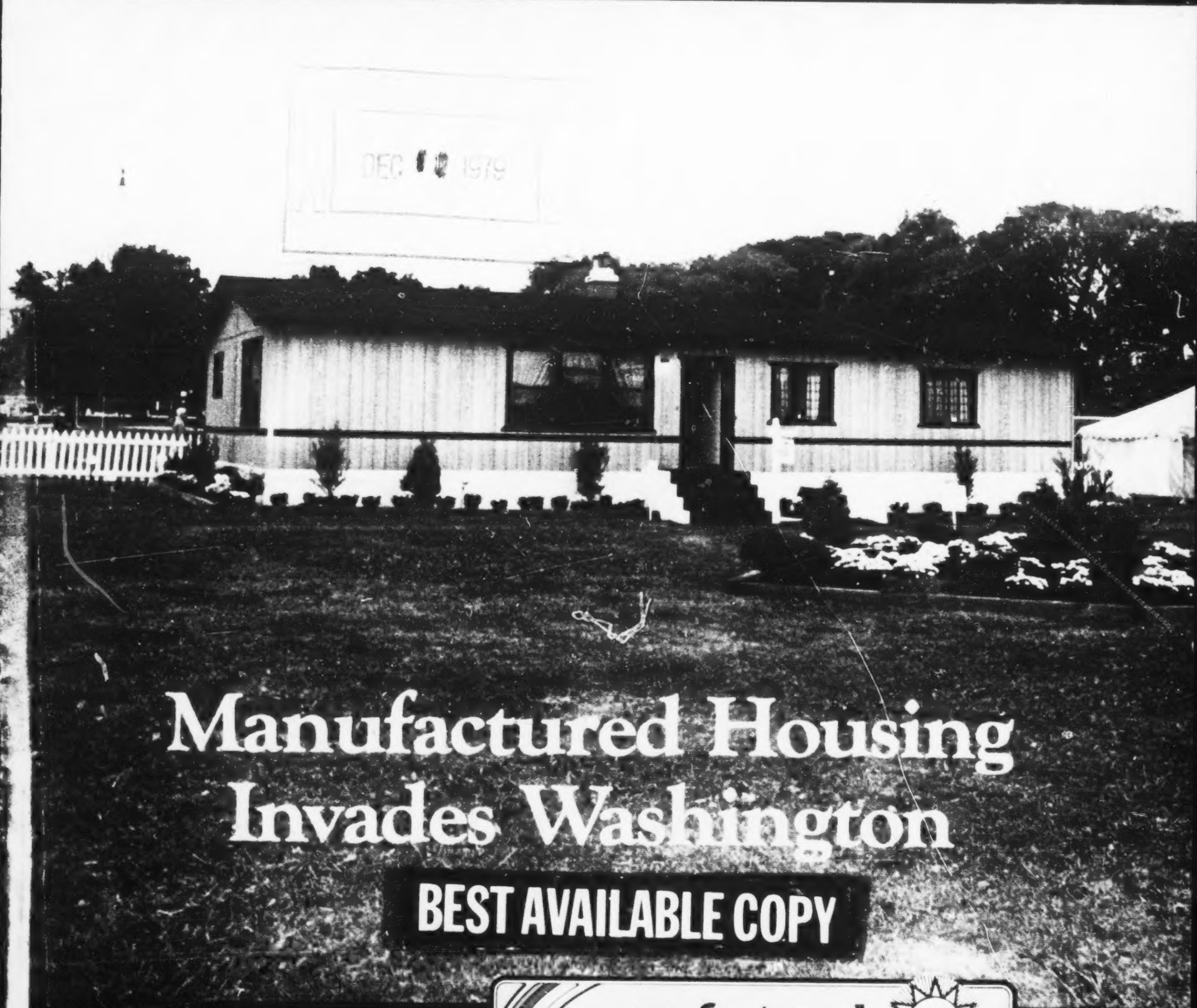
DECEMBER 1979

MHI HOUSING SHOW



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Manufactured Housing Invades Washington

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Subdivision Profiles

manufactured housing land development: 1979

HAPPY HOLIDAYS

manufactured housing dealer

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MANUFACTURED HOUSING DEALER (USPS 356-360)

MANUFACTURED HOUSING DEALER is the first magazine in the mobile—modular housing field devoted wholly to the trade aspects of the industry and is circulated exclusively to mobile home, modular manufacturers, suppliers, dealers and associated groups. It was the first audited trade publication (Business Publications Audit) serving the mobile housing industry.

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ON THE COVER: On Monday, October 15, there came a historic period in time when manufactured housing traveled the streets of the nation's Capitol until they came to rest and were displayed for viewing by the country's congressmen within sight of the Capitol building. During the two days of inspecting the industry's product, our elected representatives saw the finest in factory-built homes and went away with a fresh and favorable impression of the only form of affordable housing available to millions of Americans today. See page 22.

Mobile Home Placements, Average Sales Prices and Inventories

IN the Census Bureau's preliminary report for the second quarter of 1979, the nationwide average price of a manufactured home increased $200 from the first quarter's average price of $16,700. The new $16,900 price was greatly influenced by the jump in the South region's average price of $800, from $14,600 to $15,400. In fact, new home prices in the Northeast region declined $1,000 in the second quarter, $16,000 to $15,000 from the first quarter average price.

The average price of a manufactured home in the West region rose $100 in the second quarter to $21,800. Manufactured homes in the North Central region increased $100 in the quarter to $15,300.

Mobile home placements in the second quarter are shown at 72,000 single family dwellings, almost 3% below the 74,100 homes placed in 1978's second quarter. Previous comparisons of the first quarters of 1979 and 1978 showed placements

Continued on Page 16

NEW MOBILE HOMES PLACED FOR RESIDENTIAL USE

(Because of rounding, detail may not add to total. Percents computed from unrounded figures)

Period	Mobile Home Units					Percent distribution				
		Region					Region			
	United States	North-east	North Central	South	West	United States	North-east	North Central	South	West
ANNUAL DATA										
1974	332,000	23,300	67,500	170,800	70,400	100	7	20	51	21
1975	229,300	14,700	48,500	110,800	55,200	100	6	21	48	24
1976	249,600	16,800	51,500	114,800	66,500	100	7	21	46	27
1977	257,500	16,700	50,700	112,500	77,700	100	6	20	44	30
1978	254,800	20,000	44,600	117,400	72,900	100	8	17	46	29
QUARTERLY DATA										
1975: 1st quarter	46,800	2,100	6,600	26,200	11,800	100	5	14	56	25
2nd quarter	61,300	3,700	14,100	28,100	15,400	100	6	23	46	25
3rd quarter	67,100	5,100	17,000	31,000	14,000	100	8	25	46	21
4th quarter	54,100	3,900	10,900	25,400	13,900	100	7	20	47	26
1976: 1st quarter	49,100	2,100	8,600	26,600	11,900	100	4	17	54	24
2nd quarter	67,900	5,300	15,600	31,200	15,800	100	8	23	46	23
3rd quarter	73,800	5,600	16,600	31,900	19,700	100	8	23	43	27
4th quarter	58,800	3,800	10,600	25,200	19,100	100	7	18	43	33
1977: 1st quarter	50,900	1,800	6,900	24,700	17,500	100	4	14	49	34
2nd quarter	70,800	4,800	13,900	32,000	20,100	100	7	20	45	28
3rd quarter	75,600	5,900	18,600	30,200	21,000	100	8	25	40	28
4th quarter	60,300	4,200	11,300	25,600	19,200	100	7	19	43	32
1978: 1st quarter	49,500	2,400	5,800	24,500	16,800	100	5	12	50	34
2nd quarter	74,100	5,900	14,100	32,900	21,200	100	8	19	44	29
3rd quarter	73,400	6,700	14,600	33,100	19,000	100	9	20	45	26
4th quarter	57,800	5,000	10,000	26,900	15,900	100	9	17	46	28
1979: 1st quarter	44,600	2,800	4,800	24,600	12,500	100	6	11	55	28
2nd quarter[p]	72,000	7,300	13,900	33,100	17,700	100	10	19	46	25
Standard Error Percents	7%	20%	12%	9%	15%					

[p] Preliminary

NEW MOBILE HOMES ON DEALER LOTS AT END OF PERIOD

(Because of rounding, detail may not add to total. Percents computed from unrounded figures)

Period	Mobile Home Units					Percent distribution				
	United States	Region				United States	Region			
		Northeast	North Central	South	West		Northeast	North Central	South	West
ANNUAL DATA										
1974	86,700	7,400	17,600	44,800	16,900	100	9	20	52	19
1975	69,400	5,700	15,000	34,800	13,800	100	8	22	50	20
1976	69,400	5,800	15,000	33,500	15,100	100	8	22	48	22
1977	68,100	5,400	14,100	33,000	15,600	100	8	21	48	23
1978	64,200	5,200	13,200	31,400	14,500	100	8	20	49	23
QUARTERLY DATA										
1975: 1st quarter	79,500	7,100	17,100	41,200	14,000	100	9	22	52	18
2nd quarter	76,400	7,200	18,100	37,600	13,600	100	9	24	49	18
3rd quarter	72,100	6,400	15,400	36,000	14,200	100	9	21	50	20
4th quarter	69,400	5,700	15,000	34,800	13,800	100	8	22	50	20
1976: 1st quarter	72,300	6,300	17,000	34,500	14,600	100	9	23	48	20
2nd quarter	71,000	6,200	16,900	33,900	13,900	100	9	24	48	20
3rd quarter	68,000	6,700	15,200	33,100	13,000	100	10	22	49	19
4th quarter	69,400	5,800	15,000	33,500	15,100	100	8	22	48	22
1977: 1st quarter	72,800	6,200	16,300	33,200	17,000	100	9	22	46	23
2nd quarter	73,400	7,100	16,200	32,800	17,400	100	10	22	45	24
3rd quarter	68,400	5,900	14,600	32,000	15,900	100	9	21	47	23
4th quarter	68,100	5,400	14,100	33,000	15,600	100	8	21	48	23
1978: 1st quarter	73,900	6,500	15,900	33,200	18,300	100	9	21	45	25
2nd quarter	69,800	6,300	14,900	31,600	17,000	100	9	21	45	24
3rd quarter	64,600	5,500	13,400	30,700	15,000	100	9	21	48	23
4th quarter	64,200	5,200	13,200	31,400	14,500	100	8	20	49	23
1979: 1st quarter	69,500	6,500	15,500	33,000	14,500	100	9	22	48	21
2nd quarter[p]	66,900	6,800	13,900	35,500	12,800	100	10	21	50	19
Standard Error Percents	6%	20%	13%	8%	14%					

[p] Preliminary

MH PLACEMENTS

Continued from Page 14

were 9% under 1978's figure.

Of the four regions comprising the country, all showed appreciable gains in home placements over the year's first quarter which is normal for the second quarter as spring approaches and more homes are bought and set in place.

In the table reporting mobile housing inventory on dealers' lots in the second quarter, the figure of 66,900 was down almost 3,000 homes from 1978's similar quarter, indicating that dealers may be carrying slightly less inventory this year than last. Dealer inventory in the South region was the highest of the four sections with 33,500 on sales lots. The South generally has the largest mobile home inventory every quarter.

The data contained in this report is based on preliminary information furnished by the Census Bureau and may be subsequently revised at a future time. **MHD**

AVERAGE SALES PRICE OF NEW MHs PLACED FOR RESIDENTIAL USE

(In dollars. Includes estimates of sales price for units leased)

Period	United States	Region			
		Northeast	North Central	South	West
ANNUAL DATA					
1974	$ 9,300	$ 9,400	$ 9,300	$ 8,300	$11,600
1975	10,600	10,500	10,700	9,000	13,600
1976	12,300	11,600	11,600	10,600	16,000
1977	14,200	12,900	13,500	12,100	18,100
1978	15,900	14,300	15,100	13,700	20,500
QUARTERLY DATA					
1975: 1st quarter	9,700	9,300	9,700	8,500	12,500
2nd quarter	10,400	10,400	10,300	8,900	13,100
3rd quarter	10,800	10,700	11,000	9,200	14,000
4th quarter	11,300	11,100	11,400	9,400	14,900
1976: 1st quarter	11,300	10,400	11,100	9,800	14,900
2nd quarter	11,800	11,300	11,200	10,300	15,600
3rd quarter	12,600	11,700	12,000	11,000	16,200
4th quarter	13,400	12,700	12,200	11,300	16,900
1977: 1st quarter	13,600	12,400	12,400	11,400	17,200
2nd quarter	13,800	12,100	13,200	11,800	17,900
3rd quarter	14,500	13,200	13,400	12,500	18,600
4th quarter	14,900	13,700	14,500	12,700	18,400
1978: 1st quarter	15,200	15,300	13,400	12,900	19,100
2nd quarter	15,500	13,500	14,700	13,400	19,800
3rd quarter	16,300	14,400	15,500	14,000	21,500
4th quarter	16,700	14,500	15,900	14,400	21,800
1979: 1st quarter	16,700	16,000	15,200	14,600	21,700
2nd quarter[p]	16,900	15,000	15,300	15,400	21,800
Standard Error Percents	4%	11%	7%	6%	9%

[p] Preliminary.

For Marlette, circle 112 ➔

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN SEPTEMBER, 1979

State	Single Section	Multi-Section	Sept. '79 Total	Revised Sept. '78 Total	Percent Comparison	Year to Date		Percent Comparison
						Revised 1979	Revised 1978	
Alabama	1,439	184	1,623	1,483	+ 9.44	13,693	12,748	+ 7.41
Alaska*								
Arizona	301	250	551	573	− 3.84	5,434	4,674	+ 16.26
Arkansas	266	50	316	311	+ 1.61	2,665	2,950	− 9.66
California	395	1,400	1,795	1,944	− 7.66	16,674	20,481	− 18.59
Colorado	133	78	211	264	− 20.08	2,213	2,546	− 13.08
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	583	1,317	1,900	1,627	+ 16.78	17,546	12,966	+ 35.32
Georgia	1,325	737	2,062	1,909	+ 8.01	19,174	17,618	+ 8.83
Idaho	434	306	740	792	− 6.57	6,537	7,530	− 13.19
Illinois*								
Indiana	2,282	3[illegible]5	2,627	2,901	− 9.45	23,211	22,330	+ 3.95
Iowa*								
Kansas	765	68	833	844	− 1.30	7,871	6,742	+ 16.75
Kentucky*								
Louisiana	276	17	293	261	+ 12.26	2,711	2,536	+ 6.90
Maine	77	0	77	91	− 15.38	673	710	− 5.21
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	108	23	131	196	− 33.16	1,091	1,362	− 19.90
Minnesota	204	55	259	287	− 9.76	2,665	2,996	− 11.05
Mississippi	389	65	454	418	+ 8.61	3,741	3,475	+ 7.65
Missouri	141	71	212	232	− 8.62	1,791	1,876	− 4.53
Montana*								
Nebraska	220	86	306	342	− 10.53	2,989	3,119	− 4.17
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York	74	20	94	170	− 44.71	1,065	1,511	− 29.52
North Carolina	1,253	392	1,645	1,486	+ 10.70	14,943	12,906	+ 15.78
North Dakota*								
Ohio	316	43	359	363	− 1.10	3,167	3,071	+ 3.13
Oklahoma	73	10	83	104	− 20.19	796	1,311	− 39.28
Oregon	493	699	1,192	1,136	+ 4.93	10,302	10,466	− 1.57
Pennsylvania	1,060	113	1,173	1,280	− 8.36	10,672	10,043	+ 6.26
Rhode Island	0	0	0	0	0	0	0	0
South Carolina	0	0	0	50	0	0	562	−100.00
South Dakota*								
Tennessee	412	137	549	633	− 13.27	5,382	5,182	+ 3.86
Texas	2,283	362	2,645	2,772	− 4.58	24,007	24,453	− 1.82
Utah*								
Vermont*								
Virginia	219	44	263	285	− 7.72	2,426	2,205	+ 10.02
Washington	88	164	252	303	− 16.83	2,382	2,801	− 14.96
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	508	43	551	667	− 17.39	5,060	5,900	− 14.24
Wyoming	0	0	0	0	0	0	0	
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	385	61	446	437	+ 2.06	4,237	3,765	+ 12.54
Canada	0	0	0	0	—	24	0	+100.00
Totals	16,502	7,140	23,642	24,161	− 2.15%	215,142	210,835	+ 2.04%

***These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information.**

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

September Production and Shipments

Deliveries of manufactured housing to dealers during the month of September fell 2.15% short of the same month in 1978 as manufacturers shipped 23,642 homes this year compared to 24,161 in September of 1978. Shipments for the first nine months of 1979 are still 2.04% ahead of the same period last year. The cumulative figure for 1979 is 215,142 homes while, in 1978, the total came to 210,835.

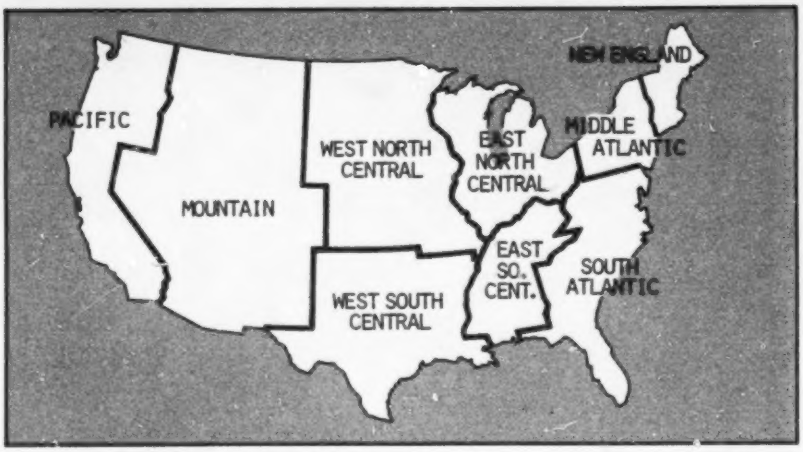
SHIPMENT OF MOBILE HOMES IN SEPTEMBER, 1979

						Year to Date		
State	Single Section	Multi-Section	Sept. '79 Total	Revised Sept. '78 Total	Percent Comparison	Revised 1979	Revised 1978	Percent Comparison
Alabama	613	138	751	804	− 6.59	6,392	6,734	− 5.08
Alaska	13	1	14	22	− 36.36	128	501	− 74.45
Arizona	440	328	768	759	+ 1.19	7,200	5,536	+ 30.06
Arkansas	193	35	228	254	− 10.24	2,038	2,094	− 2.67
California	262	1,169	1,431	1,602	− 10.67	13,450	18,034	− 25.42
Colorado	274	87	361	411	− 12.17	3,524	3,464	+ 1.73
Connecticut	26	2	28	35	− 20.00	272	289	− 5.88
Delaware	82	16	98	132	− 25.76	1,089	1,026	+ 6.14
Florida	897	1,431	2,328	1,972	+ 18.05	21,316	15,750	+ 35.34
Georgia	469	318	787	743	+ 5.92	7,953	7,172	+ 10.89
Idaho	136	97	233	261	− 10.73	2,356	2,571	− 8.36
Illinois	350	85	435	479	− 9.19	3,611	3,882	− 6.98
Indiana	501	65	566	667	− 15.14	4,681	4,822	− 2.92
Iowa	150	23	173	183	− 5.46	1,578	1,698	− 7.07
Kansas	197	34	231	255	− 9.41	2,361	2,173	+ 8.65
Kentucky	422	73	495	558	− 11.29	4,838	4,750	+ 1.85
Louisiana	884	70	954	984	− 3.05	8,770	9,298	− 5.68
Maine	105	0	105	141	− 25.53	1,093	1,254	− 12.84
Maryland	95	14	109	114	− 4.39	896	923	− 2.93
Massachusetts	60	10	70	92	− 23.91	483	544	− 11.21
Michigan	644	109	753	935	− 19.47	6,674	7,369	− 9.43
Minnesota	250	32	282	348	− 18.97	2,669	3,300	− 19.12
Mississippi	353	65	418	382	+ 9.42	3,775	3,394	+ 11.23
Missouri	339	77	416	457	− 8.97	3,589	3,501	+ 2.51
Montana	171	28	199	228	− 12.72	1,852	2,428	− 23.72
Nebraska	81	20	101	109	− 7.34	1,126	1,232	− 8.60
Nevada	94	145	239	259	− 7.72	2,416	2,476	− 2.42
New Hampshire	88	9	97	94	+ 3.19	706	831	− 15.04
New Jersey	60	12	72	107	− 32.71	684	733	− 6.68
New Mexico	266	74	340	463	− 26.57	2,981	3,906	− 23.68
New York	318	23	341	342	− .29	3,154	3,217	− 1.96
North Carolina	806	282	1,088	1,020	+ 6.67	10,257	8,764	+ 17.04
North Dakota	85	31	116	123	− 5.69	1,003	1,238	− 18.98
Ohio	594	112	706	753	− 6.24	6,482	5,646	+ 14.81
Oklahoma	487	76	563	595	− 5.38	4,901	4,635	+ 5.74
Oregon	241	373	614	707	− 13.15	5,267	6,247	− 15.69
Pennsylvania	548	64	612	813	− 24.72	6,105	6,354	− 3.92
Rhode Island	10	1	11	10	+ 10.00	72	71	+ 1.41
South Carolina	444	194	638	544	+ 17.28	5,826	4,957	+ 17.53
South Dakota	54	15	69	79	− 12.66	723	910	− 20.55
Tennessee	374	88	462	450	+ 2.67	4,228	3,978	+ 6.28
Texas	1,905	307	2,212	2,234	− .98	20,660	20,018	+ 3.21
Utah	97	61	158	158	same	1,262	1,423	− 11.31
Vermont	49	1	50	55	− 9.09	443	439	+ .91
Virginia	309	94	403	439	− 8.20	3,914	3,960	− 1.16
Washington	389	588	977	988	− 1.11	8,869	9,222	− 3.83
West Virginia	312	52	364	436	− 16.51	3,565	3,670	− 2.86
Wisconsin	248	14	262	313	− 16.29	2,523	2,736	− 7.79
Wyoming	109	26	135	209	− 35.41	1,498	1,527	− 1.90
DC & US Territory	0	0	0	0	0	0	1	− 100.00
Export	2	0	2	0	+ 100.00	31	37	− 16.22
Destination Pending	606	171	777	43	+1706.98	3,858	100	+3758.00
Total	16,502	7,140	23,642	24,161	− 2.15%	215,142	210,835	+ 2.04%

Retail Activity

WHEN comparing sales throughout the country in the month of September, 1979, to August of the same year, there occurred a 30.1% decline. Sales of new manufactured homes in September, 1979, compared to the same month in 1978, were on the down side 4.7%. The average number of mobile homes sold per sales location came to 4.0 with 24% of the homes sold being multi-sectional models.

Previously owned home sales increased 14.2% in September versus August of 1979, but there was a very slight drop of 1.0% when comparing pre-owned home sales for the same month in 1979 and 1978. The average number of previously owned homes sold at each dealership during the month was 1.4.



Dealers report 1.5% fewer new homes in stock in September, 1979, than a year ago for the same month. The average number of new homes in inventory at each dealer lot was 12.6 at the end of September. Pre-owned home inventory was up 2.8% for the month in 1979 with dealers reporting they have an average of 4.1 pre-owned homes on hand at

Continued on Page 40

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON SEPT. '79 TO AUG. '79 (Percent change)	-40.7	-1.9	-21.6	-48.3	+2.7	-29.4	-41.7	+23.1	-18.2	-30.1
NEW SALES COMPARISON SEPT. 1979 TO 1978 (Percent change)	-1.0	-33.3	-9.4	+0.9	-1.3	-6.7	-36.4	+60.0	-17.9	-4.7
PRE-OWNED SALES COMP. SEPT. '79 TO AUG. '79 (Percent change)	+55.3	+40.0	+20.0	-16.7	+2.1	NC	-	+50.0	NC	+14.2
PRE-OWNED SALES COMP. SEPT. 1979 TO 1978 (Percent change)	-6.9	+30.0	+9.1	+31.6	-25.0	+7.1	-	+150.0	+16.7	-1.0
NEW INVENTORY COMPARISON SEPTEMBER 1979 TO 1978 (Percent change)	-4.0	+3.1	+7.2	+10.5	-8.8	-14.5	-4.0	+1.1	-12.1	-1.5
PRE-OWNED INV. COMPARISON SEPTEMBER 1979 TO 1978 (Percent change)	+0.8	+20.0	-3.0	+34.5	+5.4	+25.0	-20.0	+50.0	-43.8	+2.8
DAYS IN INVENTORY NEW HOMES - SEPT. 1979 (Based on 30 days)	104	92	102	82	116	64	103	45	98	95*
DAYS IN INVENTORY NEW HOMES - SEPT. 1978 (Based on 30 days)	106	76	91	77	73	104	68	52	94	87**

NC No change

*Days in inventory - September, 1979 - (164 locations)
**Days in inventory - September, 1978 - (128 locations)

PRE-OWNED HOMES SOLD IN SEPTEMBER

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 1,000	-	-	-	-	5%	6%	-	-	13%	4%
1,001 to 2,000	6%	-	-	-	5%	17%	-	-	7%	5%
2,001 to 3,000	6%	29%	10%	-	-	6%	-	-	-	5%
3,001 to 4,000	12%	22%	20%	-	12%	12%	-	-	7%	11%
4,001 to 5,000	12%	14%	10%	17%	20%	-	-	16%	7%	13%
5,001 to 6,000	12%	7%	-	17%	7%	18%	-	-	7%	8%
6,001 to 7,000	11%	7%	20%	33%	39%	-	-	26%	13%	22%
7,001 to 8,000	17%	7%	20%	17%	2%	17%	-	-	13%	9%
8,001 to 9,000	6%	-	-	16%	5%	-	-	5%	7%	4%
9,001 to 10,000	12%	7%	-	-	5%	12%	-	-	7%	6%
10,001 to 11,000	-	7%	-	-	-	-	-	-	-	1%
11,001 to 12,000	-	-	-	-	-	-	-	11%	-	1%
12,001 to 13,000	-	-	10%	-	-	-	-	-	-	1%
13,001 to 14,000	-	-	-	-	-	-	-	11%	-	1%
14,001 to 15,000	6%	-	-	-	-	6%	-	5%	-	2%
15,001 to 16,000	-	-	-	-	-	-	-	5%	7%	2%
16,001 to 17,000	-	-	-	-	-	-	-	5%	-	1%
Over 17,000	-	-	-	-	-	6%	-	16%	12%	4%

PRE-OWNED HOMES IN INVENTORY END SEPTEMBER

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 1,000	5%	4%	3%	-	5%	-	-	-	-	3%
1,001 to 2,000	5%	4%	20%	-	10%	8%	50%	6%	9%	10%
2,001 to 3,000	11%	10%	12%	-	16%	8%	-	-	5%	12%
3,001 to 4,000	21%	14%	5%	-	24%	11%	-	17%	9%	17%
4,001 to 5,000	37%	21%	18%	-	18%	8%	-	17%	5%	17%
5,001 to 6,000	11%	24%	12%	25%	17%	19%	25%	-	9%	16%
6,001 to 7,000	5%	3%	15%	-	5%	17%	25%	11%	14%	8%
7,001 to 8,000	-	7%	8%	50%	2%	6%	-	11%	4%	5%
8,001 to 9,000	5%	-	5%	25%	1%	-	-	6%	9%	3%
9,001 to 10,000	-	7%	-	-	1%	8%	-	-	23%	3%
10,001 to 11,000	-	3%	-	-	1%	3%	-	5%	4%	2%
11,001 to 12,000	-	-	-	-	-	-	-	17%	-	1%
12,001 to 13,000	-	-	2%	-	-	-	-	5%	-	1%
13,001 to 14,000	-	-	-	-	-	-	-	-	-	-
14,001 to 15,000	-	-	-	-	-	3%	-	-	-	*
15,001 to 16,000	-	-	-	-	-	6%	-	5%	-	1%
16,001 to 17,000	-	3%	-	-	-	-	-	-	-	*
Over 17,000	-	-	-	-	-	3%	-	-	9%	1%

* Less than 1%

NEW HOMES SOLD IN SEPTEMBER

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 6,000	-	-	-	-	-	-	-	-	-	-
6,001 to 8,000	9%	-	7%	-	4%	-	-	-	-	3%
8,001 to 10,000	5%	2%	21%	14%	29%	7%	-	3%	-	13%
10,001 to 12,000	11%	8%	7%	6%	14%	11%	-	3%	8%	9%
12,001 to 14,000	11%	15%	17%	12%	9%	7%	-	3%	3%	9%
14,001 to 16,000	13%	4%	17%	19%	12%	4%	28%	-	11%	10%
16,001 to 18,000	7%	17%	-	21%	10%	-	-	18%	24%	13%
18,001 to 20,000	11%	10%	7%	6%	11%	32%	14%	23%	11%	13%
20,001 to 22,000	13%	2%	7%	16%	2%	7%	-	-	11%	6%
22,001 to 24,000	-	8%	-	-	3%	7%	29%	4%	5%	4%
24,001 to 26,000	11%	6%	3%	-	2%	7%	29%	1%	8%	4%
26,001 to 28,000	9%	-	3%	-	1%	7%	-	6%	5%	3%
28,001 to 30,000	-	10%	-	2%	1%	7%	-	17%	5%	5%
30,001 to 32,000	-	10%	4%	-	1%	4%	-	13%	-	4%
32,001 to 34,000	-	2%	7%	2%	1%	-	-	7%	3%	2%
34,001 to 36,000	-	6%	-	-	-	-	-	1%	-	1%
36,001 to 38,000	-	-	-	-	-	-	-	-	3%	*
Over 38,000	-	-	-	2%	-	-	-	1%	3%	1%

NEW HOMES IN INVENTORY END SEPTEMBER

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 6,000	-	1%	-	-	2%	-	-	-	-	1%
6,001 to 8,000	7%	-	2%	-	38%	1%	-	-	-	16%
8,001 to 10,000	18%	3%	6%	16%	21%	6%	-	1%	2%	13%
10,001 to 12,000	14%	11%	21%	18%	14%	3%	-	7%	5%	12%
12,001 to 14,000	21%	17%	11%	20%	14%	10%	4%	4%	7%	13%
14,001 to 16,000	18%	12%	16%	14%	4%	12%	12%	2%	17%	10%
16,001 to 18,000	5%	14%	17%	22%	2%	13%	29%	11%	11%	8%
18,001 to 20,000	5%	11%	10%	4%	3%	18%	17%	18%	24%	9%
20,001 to 22,000	3%	6%	9%	2%	1%	14%	25%	14%	13%	6%
22,001 to 24,000	3%	3%	1%	2%	*	5%	-	5%	7%	2%
24,001 to 26,000	2%	4%	3%	-	1%	5%	13%	4%	2%	3%
26,001 to 28,000	3%	4%	1%	-	*	5%	-	9%	1%	2%
28,001 to 30,000	-	5%	2%	-	*	1%	-	7%	4%	2%
30,001 to 32,000	-	2%	-	-	-	-	-	2%	-	*
32,001 to 34,000	1%	3%	-	2%	-	3%	-	6%	-	1%
34,001 to 36,000	-	3%	-	-	-	1%	-	1%	5%	1%
36,001 to 38,000	-	1%	1%	-	-	3%	-	-	-	*
Over 38,000	-	-	-	-	-	-	-	9%	2%	1%

* Less than 1%

RETAIL ACTIVITY

Continued from Page 38

the end of September.

On a nationwide basis, dealers indicate they have sufficient homes at the end of September for 95 days at the present rate of sales. Eighty-seven days of inventory was reported for September, 1978, however, fewer dealers reported these figures for 1978 than for 1979.

Repossessions were up 33.3%, countrywide, though 77% of the dealers report they had no repos in either 1979 or 1978. **MHD**

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JANUARY 1980

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MANUFACTURED HOUSING DEALER (USPS 356-360)

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ON THE COVER: Shown are three glimpses of the two-day Hardison Institute's Manufactured Housing Land Development Seminar in Chicago, December 10-11 that the more than 170 participants witnessed in hearing some 20 speakers, who gave of their expertise and experiences in the recently blooming subdivision aspect into which our industry recently has become very involved and vocal. In turning to page 70, you'll be reading some of the exciting comments made by the speakers.

OLD MYTH LAID TO REST:

Mobile homes appreciate in value

By JIM MALNIGHT

FOR years the belief has persisted that mobile homes depreciate in value. This may have been true at one time, but today's MHs are appreciating in value at an increasing rate.

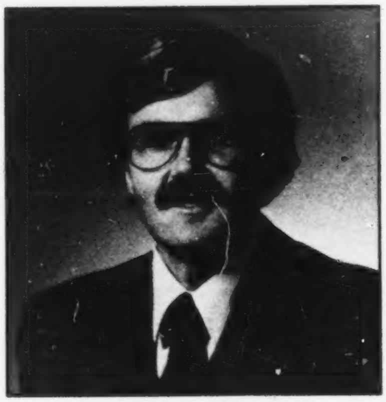
What's making the difference today? And, how do appreciating values affect ownership and all those involved in the manufacturing, sale, financing, purchase, or insuring of mobile homes? These are important questions, but perhaps the most important question of all is "What is the value of this particular home, right now, in this particular place?"

Most people in the MH business realize that several factors have contributed to the appreciating value trend. First, the increasing expense and shortage of site-built housing is creating a demand for affordable, quality housing.

In addition, the price of new MHs has been rising rapidly in the last several years, which affects the prices of existing mobile homes due to the relative value. Certain factors determine just how much a MH will increase or decrease in value, such as the location of the home, the general condition and original quality of the home, as well as the housing prices in the area.

But there's more to it than that, much more! In fact, home appreciation is a question which has become increasingly difficult to answer because there are so many concepts of what value really is. This, coupled with the fact that MH values are going through a dramatic change across the country, creates a situation which is extremely difficult to track.

Starting in June, 1978, Foremost Insurance Company made an initial attempt to determine what had and what currently was happening to MH values. This study showed that across the country MH values were generally on the move upward.



Jim Malnight is the manager of Foremost Insurance Company's Retention Center and Marketing Information Department. He joined the firm in 1972 as an analyst and, in 1973, was promoted to assistant mobile home product manager. In the following year, Malnight was elevated to mobile home product manager. During 1979, he assumed responsibility for development systems and procedures to improve insurance renewal business and techniques to communicate with policyholders.

A more recent study, conducted through the first six months of 1979, is a continuation of the valuation update process which will be prepared by Foremost on a quarterly basis in the future. The samples for the research included approximately 500,000 homes for the establishment of new home prices and 120,000 used MH values.

Summary of Findings

Looking at MH values and shipment levels since 1960 to find out why mobile homes have depreciated in the past shows that for the entire period of 1960 through 1971 the average value of new homes shipped increased by only approximately $1,500.

NATIONWIDE MOBILE HOME SHIPMENTS & VALUES

Year	Homes Shipped	Average Value
1979	250,000	$18,400
1978	274,900	16,900
1977	265,145	15,199
1976	246,120	12,744
1975	212,690	11,438
1974	329,300	9,759
1973	566,920	7,772
1972	575,940	6,950
1971	496,570	6,640
1970	401,190	6,110
1969	412,690	6,050
1968	317,950	6,000
1967	240,360	5,700
1966	217,300	5,700
1965	216,470	5,600
1964	191,320	5,600
1963	150,840	5,715
1962	118,000	5,602
1961	90,200	5,599
1960	130,700	4,995

During the same 1960-1971 period, there were almost 3,000,000 homes shipped. This means that 54% of all the homes shipped since 1960 were at prices that were for the most part level.

It's obvious when you buy something new for roughly the same price as it sold new the previous year, the value of the used article has to go down or "depreciate."

In the years 1972 through 1978, the average value of new mobile homes shipped increased from $6,950 in 1972 to $16,900 by the end of 1978 for a 143% increase. Although a large part of this increase can be explained by inflation and larger homes being shipped, it still

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12 FOOT WIDE HOMES SOLD IN CALENDAR YEAR FOR "X" PERCENT OF ORIGINAL SELLING PRICE

Model Year	1970	1971	1972	1973	1974	1975	1976	1977	1978
1965	80%	62%	69%	64%	78%	81%	80%	91%	88%
1966	67%	73%	58%	61%	68%	69%	81%	81%	89%
1967	73%	60%	58%	62%	66%	73%	76%	78%	80%
1968	77%	74%	72%	67%	70%	77%	84%	95%	87%
1969	91%	79%	69%	71%	74%	79%	90%	87%	87%
1970	—	91%	83%	79%	75%	85%	92%	89%	88%

represents the value potential customers find on sales lots or subdivisions.

The same value rules which applied when new home sales prices were flat indicate "when the cost of a new article rises significantly each year, then the value of the used article stays constant or moves upward." This, of course, depends on the size of the price increases and the life expectancy of the older article in relation to the new one.

Let's take a look at the difference in appreciation in 12 foot wide mobile homes, 14 foot wide mobile homes and doublewide mobile homes. You will see from the following charts that the type and size of home plays an important part in determining valuation.

12 foot wide mobile homes

Since 1976, there has been an ongoing dramatic turnabout in the selling prices of used 12 foot wide mobile homes. Historically, 12 foot wide homes would depreciate to 50% or 60% of their original selling price, but as witnessed in this Foremost study, the trend in recent years has been steadily upward from this base.

This movement is most evident in the homes sold in the period 1965 **through 1970 as depicted in the chart above.**

Model year 1965-1969 12 foot wide homes did depreciate during the early '70s, but since then there has been a general trend upward and in many cases beyond their original selling prices.

If an individual purchased a home in 1965 for $4,550 which amounted to 65% of its original new selling price, and, if he sold that same home today, he would receive approximately $6,050 which represents an overall increase in value of 32.2% or roughly 5.3% per year.

It's important to point out that for the most part when we think about appreciation on 12 foot wide MHs, most of that appreciation comes in the form of rapidly increasing values from old depreciated levels.

Continued on Page 18

SALES YEAR OF 12 FOOT WIDE HOMES NATIONWIDE
(percentage appreciation)

Model Year	1972	1973	1974	1975	1976	1977	1978	2nd Qtr. 1979
1971	96%	88%	83%	98%	100%	96%	99%	106%
1972	-	99%	91%	96%	97%	99%	103%	107%
1973		-	101%	104%	106%	101%	104%	110%
1974			-	107%	105%	100%	101%	102%
1975				-	96%	93%	96%	97%
1976					-	103%	95%	96%
1977						-	100%	98%
1978							-	103%

NATIONWIDE SALES PRICE COMPARISONS FOR 12 FOOT WIDE HOMES

Model Year	New	1975	1976	1977	1978	1st Qtr. 1979	2nd Qtr. 1979
1971	$6,555	$6,398	$6,575	$6,285	$6,478	$6,788	$6,963
1972	6,685	6,439	6,501	6,622	6,893	7,134	7,176
1973	6,936	7,203	7,376	6,978	7,218	7,476	7,615
1974	7,591	8,137	7,929	7,575	7,650	7,934	7,754
1975	9,058	9,091	8,733	8,448	8,715	8,206	8,738
1976	9,520	9,398	9,536	9,810	9,068	9,259	9,174
1977	10,190	-	10,292	10,186	10,143	9,835	9,960
1978	10,097	-	-	10,102	10,096	10,091	10,382
1979	10,378	-	-	-	10,281	10,494	10,561

THE manufactured home model year is similar to the automobile industry in that production of the home actually begins in the previous year's last months, i.e., the 1980 model is introduced in late 1979. Consequently the 1976 model shows a resale value in 1975, etc.

MH APPRECIATION

Continued from Page 17

However, recent years have given an indication of true appreciation above the original selling price from day one.

One important fact to point out is that 12 foot wide MHs today are not only maintaining but increasing their values even though the average new selling price has increased by only slightly more than $1,000 since 1975. In that same period 14 foot wide homes increased about $1,000 each year.

14 foot wide mobile homes

The first meaningful samples of 14 wide mobile homes came with the 1971 model year. Foremost has observed a somewhat different trend developing with 14 foot wide and 12 foot wide homes as compared to doublewide homes which do not depreciate downwards in the first three years as do other types of MHs.

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SALES YEAR OF 14 FOOT WIDE HOMES NATIONWIDE
(percentage appreciation)

Unit Year	1972	1973	1974	1975	1976	1977	1978	2nd Qtr. 1979
1971	96%	83%	96%	84%	88%	91%	98%	106%
1972	-	96%	90%	91%	95%	99%	98%	98%
1973		-	96%	97%	101%	88%	97%	101%
1974			-	102%	96%	95%	96%	102%
1975				-	103%	99%	97%	102%
1976					-	104%	98%	97%
1977						-	103%	101%
1978							-	104%

NATIONWIDE SALES PRICE COMPARISONS
FOR 14 FOOT WIDE HOMES

Model Year	New	1975	1976	1977	1978	1st Qtr. 1979	2nd Qtr. 1979
1971	$8,358	$7,029	$7,383	$7,583	$8,213	$7,720	$8,881
1972	8,755	7,990	8,315	8,635	8,617	8,720	8,598
1973	9,394	9,074	9,488	8,302	9,112	9,202	9,462
1974	10.042	10,277	9,623	9,559	9,664	10,110	10,279
1975	11,064	11,089	11,349	10,992	10,707	10,727	11,250
1976	11,935	11,355	11,987	12,358	11,652	11,401	11,628
1977	13,115	-	12,666	13,183	13,533	12,923	13,196
1978	14,559	-	-	13,985	14,623	15,001	15,170
1979	15,389	-	-	-	15,343	15,410	15,736

THE manufactured home model year is similar to the automobile industry in that production of the home actually begins in the previous year's last months, i.e., the 1980 model is introduced in late 1979. Consequently, the 1976 model shows a resale value in 1975, etc.

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MH APPRECIATION

Continued from Page 18

Again, it's important to point out that the new sales price of 14 foot wide homes has increased by $1,000 per year since 1975 and the resale values have held constant to slightly above the new sales price.

Doublewide mobile homes

In the percentage appreciation table for double section homes on this page, the high percentage increase is apparent in the homes of 1971, 1972 and 1973 years. The dollar sales figures also reflect the favorable appreciation rate of the multi-section homes.

Although Foremost's sample size is somewhat smaller and heavily weighted toward California, Florida, Washington, Oregon and Arizona (which represent over 50% of the homes shipped) the trend on multi-sectional homes is clear. With few exceptions they appear to appreciate from the initial sales date.

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SALES YEAR OF DOUBLEWIDE HOMES NATIONWIDE
(percentage appreciation)

Unit Year	1972	1973	1974	1975	1976	1977	1978	2nd Qtr. 1979
1971	96%	91%	98%	115%	117%	138%	129%	133%
1972	-	98%	91%	111%	113%	120%	132%	142%
1973		-	101%	102%	108%	116%	128%	130%
1974			-	106%	103%	108%	123%	121%
1975				-	105%	105%	113%	120%
1976					-	104%	115%	115%
1977						-	111%	112%
1978							-	104%

NATIONWIDE SALES PRICE COMPARISONS FOR 24 FOOT WIDE HOMES

Model Year	New	1975	1976	1977	1978	1st Qtr. 1979	2nd Qtr. 1979
1971	$12,504	$14,375	$14,590	$17,192	$16,161	$17,134	$16,457
1972	12,882	14,231	14,498	15,400	17,058	17,752	18,289
1973	13,788	14,095	14,847	16,040	17,630	18,318	17,918
1974	15,414	16,305	15,837	16,630	18,964	19,079	19,034
1975	17,201	17,413	18,016	17,986	19,470	20,404	20,547
1976	18,371	-	18,492	19,153	21,041	21,311	21,257
1977	20,367	-	-	20,501	22,643	23,305	22,733
1978	23,246	-	-	-	23,410	23,694	24,240
1979	24,618	-	-	-	-	24,015	24,768

THE manufactured home model year is similar to the automobile industry in that production of the home actually begins in the previous year's last months, i.e., the 1980 model is introduced in late 1979. Consequently the 1976 model shows a resale value in 1975, etc.

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MH APPRECIATION

Continued from Page 20

The following chart shows a breakdown of the states which represent at least 50% of the existing mobile homes by size.

GEOGRAPHIC DISTRIBUTION OF MH WIDTHS
(Representing over 50% of different widths of homes shipped)

12Wides	percent
California	15.04
Florida	8.10
Georgia	9.82
North Carolina	12.84
South Carolina	7.21
Virginia	5.09
	58.10%

20Wides	percent
California	14.18
Colorado	5.99
Idaho	5.85
Texas	12.43
Washington	11.99
	50.44%

14Wides	percent
Illinois	2.71
Indiana	2.67
Louisiana	4.84
Michigan	3.76
Minnesota	3.81
Ohio	3.37
Oregon	3.84
Pennsylvania	4.71
Texas	16.16
Washington	5.13
Wisconsin	3.08
	54.08%

24Wides	percent
California	22.87
Florida	16.25
Georgia	4.59
Oregon	4.46
Washington	5.29
	53.46%

Over 24Wide	percent
California	14.17
Idaho	5.86
Oregon	11.46
Texas	12.39
Washington	11.84
	55.72%

Single and Double Section Totals

Singlewide	percent
California	3.78
Florida	3.52
Georgia	2.86
Louisiana	4.50
Michigan	2.98
Minnesota	2.91
North Carolina	4.69
Ohio	2.89
Oregon	2.90
Pennsylvania	4.38
Texas	12.67
Washington	3.90
	51.98%

Doublewide	percent
California	22.11
Florida	15.12
Georgia	4.26
Oregon	5.07
Texas	4.03
Washington	5.86
	56.45%

Total Units	percent
California	9.26
Florida	6.99
Georgia	3.27
Louisiana	3.40
Michigan	2.66
North Carolina	4.19
Ohio	2.74
Oregon	3.55
Pennsylvania	3.63
Texas	10.08
Washington	4.49
	54.26%

Although the trend appears to be clear by size of the home, this doesn't prove correct when various parts of the country are observed for each size range. When Foremost reviewed the top four states for 12 foot wide homes, they found the following:

PERCENT APPRECIATION OF 12 FOOT WIDE HOMES

California
Sales Year

Unit Year	1977	1978	2nd Qtr. 1979
1971	165%	175%	202%
1972	148%	182%	198%
1973	138%	163%	185%
1974	122%	145%	148%
1975	108%	144%	130%
1976	120%	130%	130%
1977	-	117%	122%
1978	-	-	103%

Florida
Sales Year

Unit Year	1977	1978	2nd Qtr. 1979
1971	107%	114%	127%
1972	93%	108%	122%
1973	92%	101%	117%
1974	91%	102%	107%
1975	85%	91%	107%
1976	90%	93%	103%
1977	-	103%	134%
1978	-	-	116%

North Carolina
Sales Year

Unit Year	1977	1978	2nd Qtr. 1979
1971	68%	65%	71%
1972	79%	75%	73%
1973	91%	85%	85%
1974	95%	85%	87%
1975	88%	78%	74%
1976	96%	77%	79%
1977	-	86%	71%
1978	-	-	100%

Georgia
Sales Year

Unit Year	1977	1978	2nd Qtr. 1979
1971	81%	73%	74%
1972	89%	80%	86%
1973	87%	80%	84%
1974	90%	79%	88%
1975	79%	76%	72%
1976	95%	79%	79%
1977	-	96%	76%
1978	-	-	98%

Continued on Page 24

For Zimmer, circle 119 ➛

MH APPRECIATION

Continued from Page 22

In general, the same geographic differences existed no matter what size of mobile home Foremost looked at. Actually, after a review of all areas and sizes, it was found that three distinct situations seem to exist.

- Type I-Rapid Appreciation—includes Alaska, Arizona, California, Florida, New Jersey, Oregon and Washington, which seem to exhibit the most rapid appreciation. It appears to average 4% to 7% per year, with California being extremely high with a rate of 10% to 15% per year no matter what the size of the home is.

- Type II-Steady Increase—includes Ohio, Illinois, Indiana, Michigan, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, Missouri, Arkansas, Oklahoma, Texas, Colorado, Wyoming, Idaho, Utah, New Mexico, Nevada, Montana, Louisiana, Connecticut and Maryland, which seem to exhibit values either slightly below or above new home costs. Several of these states seem to be trending toward the Type I appreciation examples. These include Michigan, Wisconsin and Minnesota.

- Type III-Depreciation—includes Maine, Vermont, Delaware, Rhode Island, New York, Pennsylvania, North Carolina, Virginia, New Hampshire, South Carolina, Tennessee, Alabama, Georgia, Mississippi, Kentucky, West Virginia and Massachusetts , which seem to exhibit levels of depreciation. However, considering that these were the states with the highest rates of depreciation in the past, they have the farthest to go.

A level of 85% of the original value appears to be normal for the Type III group, but three years ago the level was in the 60% range indicating significant movement already.

It's also been found in the Foremost study that a significant factor in determining the group type into which a state falls is the availability of park spaces or to the degree to which restrictive zoning laws exist. There is a definite correlation between park space availability and increasing MH values.

Other considerations

In general, the Foremost studies show that the following considerations have significant impacts on determining the values of mobile homes:

Location

Values can vary significantly by part of the country, state or even city. Also by park versus non-park or even on-site versus a dealer's sales lot.

Upkeep and Maintenance

Well maintained homes hold or increase value better.

Original Quality of the Home

Values can vary depending on whether the home was deluxe or economy, pre or post "HUD" codes, etc.

Supply and Demand for Housing Within a Particular Area

This is further impacted by what has happened in the past as far as shipment levels and quality. The state of the economy within that area can also impact this.

Turnover Rate for Homes Within an Area

High turnover rates usually signal a healthy economy and higher values.

Valuation Books Obsolete

It is very clear that MH values can no longer be determined by looking up a manufacturer, model year and model in a book. Each home has to be individually appraised by some one familiar with MH and property values within a particular area. Utilization of all the before mentioned factors is absolutely necessary.

Future Outlook

Appreciating values for mobile homes will destroy the "trailer image" once and for all, as the nation realizes the social, practical and financial advantages of MH living. Appreciating values will close the credit-ability gap that exists in many minds between site-built and mobile homes, and lead to greater acceptability of mobile homes in previously untapped markets. **MHD**

circle 120 on reader service card

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN OCTOBER, 1979

State	Single Section	Multi-Section	Oct. '79 Total	Revised Oct. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	1,681	260	1,941	1,671	+ 16.16	15,634	14,419	+ 8.43
Alaska*								
Arizona	367	263	630	607	+ 3.79	6,064	5,281	+ 14.83
Arkansas	315	61	376	337	+ 11.57	3,041	3,287	− 7.48
California	335	1,619	1,954	2,160	− 9.54	18,628	22,641	− 17.72
Colorado	188	92	280	310	− 9.68	2,493	2,856	− 12.71
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	921	1,564	2,485	1,847	+ 34.54	20,031	14,813	+ 35.23
Georgia	1,873	768	2,641	2,068	+ 27.71	21,815	19,686	+ 10.81
Idaho	499	316	851	835	+ 1.92	7,352	8,365	− 12.11
Illinois*								
Indiana	2,547	270	2,817	2,958	− 4.77	26,028	25,288	+ 2.93
Iowa*								
Kansas	851	67	918	868	+ 5.76	8,789	7,610	+ 15.49
Kentucky*								
Louisiana	355	19	374	238	+ 29.86	3,085	2,824	+ 9.24
Maine	78	0	78	97	− 19.59	751	807	− 6.94
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	88	20	108	205	− 47.32	1,199	1,567	− 23.48
Minnesota	242	64	306	314	− 2.55	2,971	3,310	− 10.24
Mississippi	400	90	490	483	+ 1.45	4,231	3,958	+ 6.90
Missouri	153	89	242	241	+ .41	2,033	2,117	− 3.97
Montana*								
Nebraska	336	89	425	392	+ 8.42	3,414	3,511	− 2.76
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York	96	14	110	108	+ 1.85	1,175	1,619	− 27.42
North Carolina	1,521	426	1,947	1,640	+ 18.72	16,890	14,546	+ 16.11
North Dakota*								
Ohio	321	68	389	393	− 1.02	3,556	3,464	+ 2.66
Oklahoma	73	9	82	107	− 23.36	878	1,418	− 38.08
Oregon	539	771	1,310	1,200	+ 9.17	11,612	11,666	− .46
Pennsylvania	1,060	127	1,187	1,170	+ 1.45	11,859	11,213	+ 5.76
Rhode Island	0	0	0	0	0	0	0	0
South Carolina	0	0	0	0	0	0	592	−100.00
South Dakota*								
Tennessee	509	123	632	650	− 2.77	6,014	5,832	+ 3.12
Texas	2,712	425	3,137	3,146	− .29	27,144	27,599	− 1.65
Utah*								
Vermont*								
Virginia	257	38	295	276	+ 6.88	2,721	2,481	+ 9.67
Washington	103	169	272	345	− 21.16	2,654	3,146	− 15.64
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	423	26	449	639	− 29.73	5,509	6,539	− 15.75
Wyoming	0	0	0	0	0	0	0	
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	443	46	489	440	+ 11.14	4,726	4,175	+ 13.20
Canada	0	0	0	1	−100.00	24	1	+2300.00
Totals	19,286	7,893	27,179	25,796	+ 5.36%	242,321	236,631	+ 2.40%

*These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information.

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

For DeRose, circle 127 ➡

October Production and Shipments

October shipments by manufacturers to mobile home dealers in the country totaled 27,179, an increase of 5.36% over the revised figure of 25,796 homes in October, 1978. Total homes received by the industry's retailers for the first ten months of the year were 2.40% ahead of September's cumulative percentage of 2.04%. Total shipments thus far this year come to 242,321 homes compared to 1978's similar period of 236,631 homes.

SHIPMENT OF MOBILE HOMES IN OCTOBER, 1979

State	Single Section	Multi-Section	Oct. '79 Total	Revised Oct. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	626	152	778	757	+ 2.77	7,170	7,491	– 4.29
Alaska	14	1	15	8	+ 87.50	143	509	– 71.91
Arizona	462	357	819	860	– 4.77	8,019	6,396	+ 25.38
Arkansas	267	36	303	291	+ 4.12	2,341	2,385	– 1.84
California	270	1,365	1,635	1,742	– 6.14	15,085	19,776	– 23.72
Colorado	364	95	459	433	+ 6.00	3,983	3,897	+ 2.21
Connecticut	31	0	31	41	– 24.39	303	330	– 8.18
Delaware	66	8	74	143	– 48.25	1,163	1,169	– .51
Florida	1,457	1,779	3,236	2,189	+ 47.83	24,552	17,939	+ 36.86
Georgia	567	308	875	822	+ 6.45	8,828	7,994	+ 10.43
Idaho	154	128	282	266	+ 6.02	2,638	2,837	– 7.01
Illinois	378	53	431	502	– 14.14	4,042	4,384	– 7.80
Indiana	562	44	606	684	– 11.40	5,287	5,506	– 3.98
Iowa	153	12	165	214	– 22.90	1,743	1,912	– 8.84
Kansas	229	48	277	277	same	2,638	2,450	+ 7.67
Kentucky	486	86	572	536	+ 6.72	5,410	5,286	+ 2.35
Louisiana	1,075	86	1,161	1,216	– 4.52	9,931	10,514	– 5.54
Maine	93	2	95	118	– 19.49	1,188	1,372	– 13.41
Maryland	83	23	106	122	– 13.11	1,002	1,045	– 4.11
Massachusetts	63	5	68	76	– 10.53	551	620	– 11.13
Michigan	655	76	731	979	– 25.33	7,405	8,348	– 11.30
Minnesota	189	37	226	342	– 33.92	2,895	3,642	– 20.51
Mississippi	510	69	579	442	+ 31.00	4,354	3,836	+ 13.50
Missouri	342	75	417	504	– 17.26	4,006	4,005	+ .02
Montana	165	30	195	230	– 15.22	2,047	2,658	– 22.99
Nebraska	115	30	145	146	– .68	1,271	1,378	– 7.76
Nevada	101	144	245	322	– 23.41	2,661	2,798	– 4.90
New Hampshire	75	4	79	79	same	785	910	– 13.74
New Jersey	74	14	88	103	– 14.56	772	836	– 7.66
New Mexico	330	75	405	415	– 2.41	3,386	4,321	– 21.64
New York	421	32	453	312	+ 45.19	3,607	3,529	+ 2.21
North Carolina	1,057	301	1,358	1,129	+ 20.28	11,615	9,893	+ 17.41
North Dakota	139	26	165	124	+ 33.06	1,168	1,362	– 14.24
Ohio	765	118	883	789	+ 11.91	7,365	6,435	+ 14.45
Oklahoma	524	74	598	619	– 3.39	5,499	5,254	+ 4.66
Oregon	296	438	734	674	+ 8.90	6,001	6,921	– 13.29
Pennsylvania	528	80	608	685	– 11.24	6,713	7,039	– 4.63
Rhode Island	5	0	5	15	– 66.67	77	86	– 10.47
South Carolina	602	226	828	646	+ 28.17	6,654	5,603	+ 18.76
South Dakota	75	18	93	110	– 15.45	816	1,020	– 20.00
Tennessee	419	102	521	552	– 5.62	4,749	4,530	+ 4.83
Texas	2,228	412	2,640	2,570	+ 2.72	23,300	22,588	+ 3.15
Utah	97	54	151	162	– 6.79	1,413	1,585	– 10.85
Vermont	37	0	37	56	– 33.93	480	495	– 3.03
Virginia	410	79	489	463	+ 5.62	4,403	4,423	– .45
Washington	434	596	1,030	1,125	– 8.44	9,899	10,347	– 4.33
West Virginia	294	35	329	370	– 11.08	3,894	4,040	– 3.61
Wisconsin	201	17	218	301	– 27.57	2,741	3,037	– 9.75
Wyoming	161	29	190	176	+ 7.95	1,688	1,703	– .88
DC & US Territory	0	0	0	1	– 100	0	2	– 100.00
Export	0	0	0	0	—	31	37	– 16.22
Destination Pending	637	114	751	58	+1194.83	4,609	158	+2817.09
Total	19,286	7,893	27,179	25,796	+ 5.36%	242,321	236,631	+ 2.40%

Retail Activity

THE sales of new manufactured homes, nationwide, climbed 12.2% in October, 1979, compared to September, 1979. All areas, with the exception of the East North Central and Pacific states, show an increase in the sales of new homes over the previous month.

Close to 34% of the total volume of new homes sold were multi-section homes. New homes sales in October, versus the same month in 1978, showed a gain of 15.2% on a countrywide basis.

Pre-owned home sales were 14.5% higher in October, 1979, when compared to the month before and advanced 12.8% when comparing sales in October, 1979 to the same month in 1978. Pre-owned home sales averaged out at 1.5 homes at each retail lot.

Inventory of new homes, nationally, dropped 5.9% in October, 1979, compared to September of the same year. Retailers in the West South Central and Mid-Atlantic states reported slight increases in new home inventory.

When comparing pre-owned

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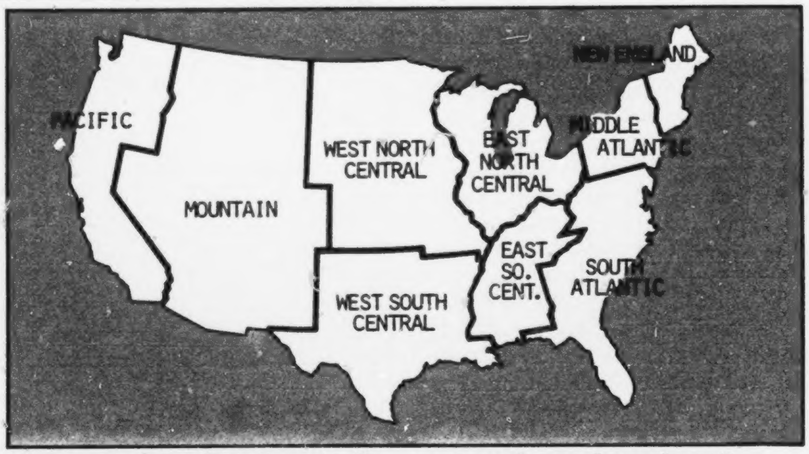


	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON OCT. '79 TO SEPT. '79 (Percent change)	+4.0	-22.5	+70.0	+33.6	+24.3	+16.0	+14.3	-20.7	+35.7	+12.2
NEW SALES COMPARISON OCTOBER 1979 TO 1978 (Percent change)	+34.6	-10.8	-18.2	+45.4	+3.5	-11.5	+14.3	NC	-8.6	+15.2
PRE-OWNED SALES COMP. OCT. '79 TO SEPT. '79 (Percent change)	+18.9	+3.3	+66.7	NC	+35.6	+11.1	-	-40.0	-33.3	+14.5
PRE-OWNED SALES COMP. OCTOBER '79 TO '78 (Percent change)	+23.5	+13.0	-16.7	+42.9	+38.6	-9.1	+200.0	-62.5	-47.6	+12.8
NEW INVENTORY COMPARISON OCTOBER '79 TO '78 (Percent change)	-7.0	-9.8	-17.1	+7.9	-6.7	+1.5	NC	-17.6	-28.2	-5.9
PRE-OWNED INV COMPARISON OCTOBER '79 TO '78 (Percent change)	-11.6	+5.6	+177.8	+50.0	+25.8	-3.4	-16.7	-38.5	-43.8	NC
DAYS IN INVENTORY NEW HOMES - OCT. 1979 (Based on 31 days)	105	91	106	76	103	84	97	132	71	96*
DAYS IN INVENTORY NEW HOMES - OCT. 1978 (Based on 31 days)	154	88	134	101	106	84	111	160	86	120**

NC: No change

* Days in inventory, Oct., 1979 - (159 locations)
** Days in inventory, Oct., 1978 - (124 locations)

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
	NEW HOMES SOLD IN OCTOBER									
Under 6,000	-	5%	-	-	-	-	-	-	-	-
6,001 to 8,000	2%	-	-	-	-	-	-	-	-	-
8,001 to 10,000	7%	1%	-	12%	4%	7%	-	-	-	11%
10,001 to 12,000	2%	11%	6%	27%	24%	-	-	13%	-	10%
12,001 to 14,000	14%	16%	11%	7%	13%	7%	25%	4%	2%	12%
14,001 to 16,000	19%	11%	-	10%	14%	7%	-	-	16%	10%
16,001 to 18,000	9%	16%	17%	27%	10%	10%	13%	9%	13%	15%
18,001 to 20,000	7%	14%	12%	10%	14%	7%	-	18%	26%	11%
20,001 to 22,000	9%	8%	12%	3%	8%	-	38%	9%	8%	5%
22,001 to 24,000	12%	3%	6%	2%	2%	24%	12%	4%	5%	7%
24,001 to 26,000	2%	3%	-	-	7%	7%	12%	13%	3%	3%
26,001 to 28,000	12%	-	12%	-	1%	10%	-	-	8%	3%
28,001 to 30,000	-	3%	-	2%	1%	3%	-	-	5%	2%
30,001 to 32,000	2%	5%	6%	-	1%	4%	-	4%	8%	3%
32,001 to 34,000	3%	-	-	-	1%	10%	-	4%	-	1%
34,001 to 36,000	-	1%	6%	-	-	-	-	9%	-	1%
36,001 to 38,000	-	3%	-	-	-	-	-	4%	3%	1%
Over 38,000	-	-	12%	-	-	4%	-	9%	3%	2%
	NEW HOMES IN INVENTORY END OCTOBER									
Under 6,000	-	1%	-	-	1%	-	-	-	-	1%
6,001 to 8,000	7%	*	-	-	36%	-	-	-	-	15%
8,001 to 10,000	20%	4%	2%	15%	23%	1%	-	-	3%	13%
10,001 to 12,000	14%	8%	5%	19%	11%	4%	-	6%	3%	9%
12,001 to 14,000	19%	15%	8%	16%	15%	7%	8%	6%	4%	13%
14,001 to 16,000	22%	15%	24%	15%	4%	9%	9%	7%	16%	11%
16,001 to 18,000	2%	17%	18%	15%	4%	21%	26%	4%	12%	9%
18,001 to 20,000	4%	15%	10%	15%	4%	21%	22%	16%	22%	10%
20,001 to 22,000	3%	8%	13%	2%	1%	10%	35%	4%	9%	5%
22,001 to 24,000	4%	6%	3%	-	*	4%	-	3%	6%	3%
24,001 to 26,000	1%	2%	5%	2%	1%	2%	-	4%	6%	2%
26,001 to 28,000	2%	2%	3%	-	-	4%	-	3%	1%	1%
28,001 to 30,000	1%	1%	-	1%	*	4%	-	2%	5%	1%
30,001 to 32,000	-	2%	3%	-	*	2%	-	4%	-	1%
32,001 to 34,000	1%	1%	2%	-	-	4%	-	9%	3%	2%
34,001 to 36,000	-	-	2%	-	-	2%	-	4%	6%	1%
36,001 to 38,000	-	2%	-	-	-	4%	-	7%	-	1%
Over 38,000	-	1%	2%	-	-	1%	-	21%	4%	2%

Hardison Institute schedules sales and management seminars:

Action Workshop: One day seminars led by management trainer Ron Messick designed to teach owners and managers how to understand the cost/volume/profit relationships in their own companies.

Cost: $200 for the first person from a dealership,
$100 for each additional person.

Where:
Portland, OR — February 5
SanFrancisco, CA — February 6
Salt Lake City, UT — February 11
Kansas City, MO — February 13
Atlantic City, NJ — February 20

Two-day sales training: Designed for owners, managers and sales personnel, this program, taught by Grayson Schwepfinger, offers participants an opportunity to learn how to increase their closing ratio and their gross profit on every sale.

Where:
Philadelphia, PA — Monday & Tuesday — February 4-5
Tampa, FL — Monday & Tuesday — February 11-12
Dallas, TX — Thursday & Friday — March 6-7
Las Vegas, NV — Thursday & Friday — April 24-25

Cost: $395 first person, $350 each additional person

To register: Send your check to cover course fee to
The Hardison Institute,
6229 Northwest Hwy., Chicago, IL 60631

Questions: Call Judy Carr, Executive Director, 312-774-2525

Hardison Institute faculty members are now available to consult with you in your own dealership. Call Judy Carr at the Hardison Institute for more information.

RETAIL ACTIVITY

Continued from Page 44

homes in stock October, 1979, to the previous year, there was no change. The average number of pre-owned homes reported at each sales location was 12.8 homes.

Dealers, nationwide, report 96 days of inventory on hand at the end of October, 1979. For the same month in 1978, inventory at the end of the month was reported to be 120 days.

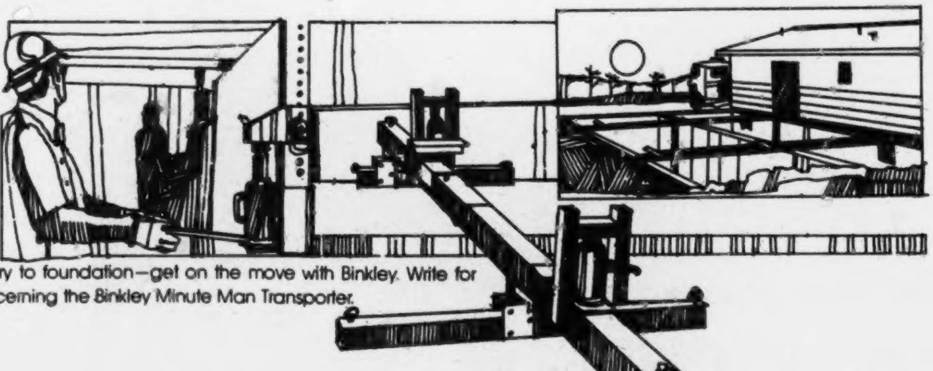
Repossessions of new homes rose 23.1% in October over September, 1979. However, 79.7% of the dealers state they had no repos in either 1979 or 1978.

MOBILES? MODULARS?
GET SET WITH BINKLEY

Whether your job calls for setting mobile homes, double-wides, or modulars. Whether your foundation is a block, pier, or basement. Whether your home has steel perimeters or a conventional wood floor joist system. Whatever your set-up problem, Binkley has the answer.

As a long-time pioneer with our patented Six Way Setter and our revolutionary Roll-Off System, Binkley solves all setting problems.

Manufacturer—dealer—or professional home setter—call Binkley—we'll show you how to get it done.



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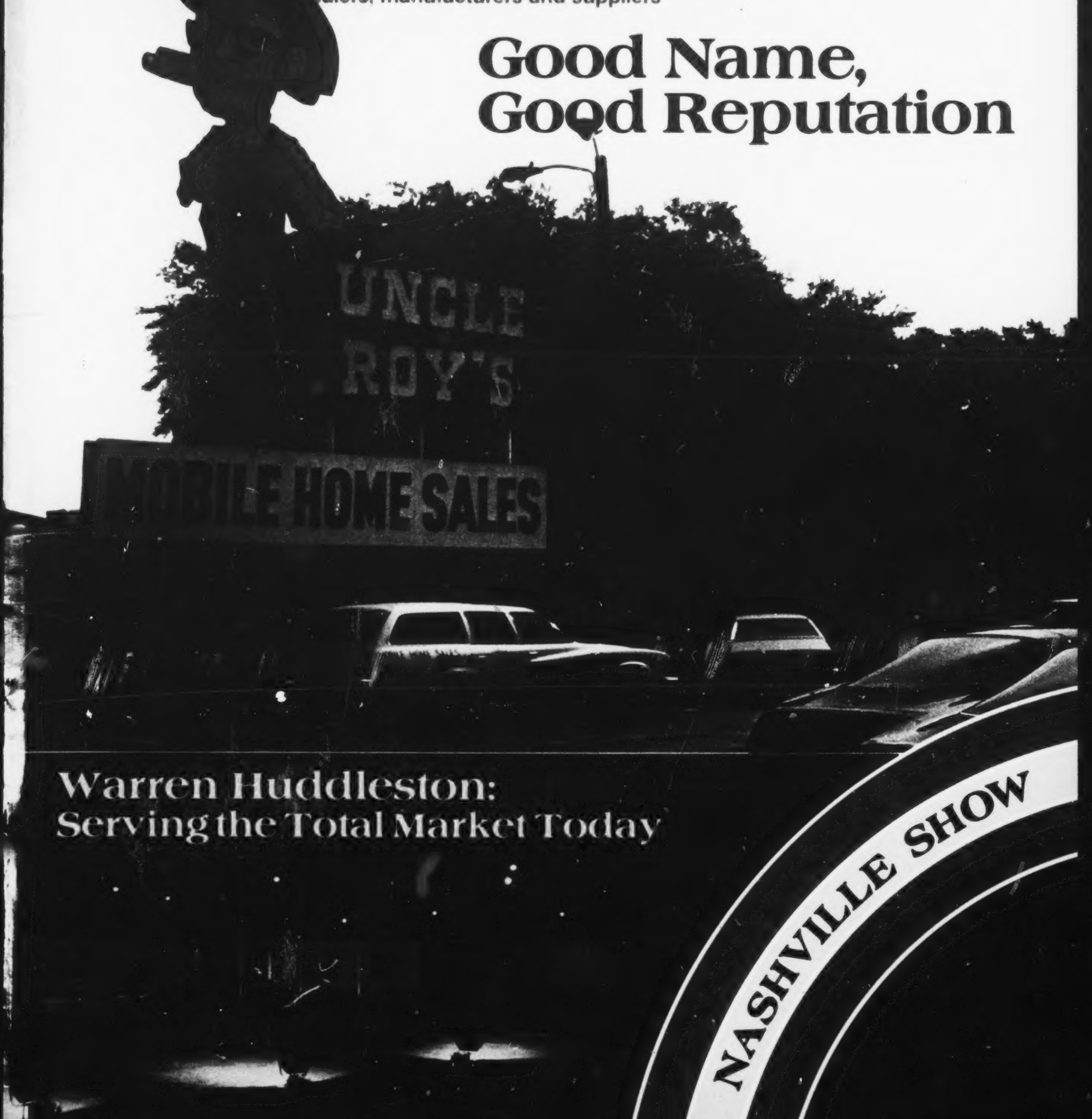
Good Name, Good Reputation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MOBILE HOME SALES

Warren Huddleston: Serving the Total Market Today

NASHVILLE SHOW

manufactured housing dealer

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MANUFACTURED HOUSING DEALER (USPS 356-360)

MANUFACTURED HOUSING DEALER is the first magazine in the mobile—modular housing field devoted wholly to the trade aspects of the industry and is circulated exclusively to mobile home, modular manufacturers, suppliers, dealers and associated groups. It was the first audited trade publication (Business Publications Audit) serving the mobile housing industry.

MANUFACTURED HOUSING DEALER is published monthly on the 8th, except semi-monthly in January. Subscription rate: U.S. and Canada, $18.00 per year; Foreign $24.00 per year; single copy, $1.50. Advertising rate on request.

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Address all communications to MANUFACTURED HOUSING DEALER, 6229 Northwest Highway, Chicago, Ill. 60631. Telephone: AC-312-774-2525.

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WAREHOUSE DISTRIBUTORS ASSOCIATION FOR LEISURE AND MOBILE PRODUCTS, INC

BPA

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ON THE COVER: Under the present supervision of president Roy Boyd, Jr., Uncle Roy's Mobile Home Sales in Ocala, Florida, has been in the forefront of sales in its area for the past ten years, crediting service as being the big contributor to its success. See page 38. This month's management superstar is located in Champaign, Illinois. Warren, Huddleston, Country Side Mobile Homes, maintains environmental home displays at both his sales centers and is a pioneer in developing long term financing programs with local savings and loan institutions.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN NOVEMBER, 1979

State	Single Section	Multi-Section	Nov. '79 Total	Revised Nov. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	1,288	151	1,439	1,302	+ 10.52	17,073	15,721	+ 8.60
Alaska*								
Arizona	300	268	568	604	− 5.96	6,632	5,885	+ 12.69
Arkansas	223	35	258	296	− 12.84	3,299	3,583	− 7.93
California	279	1,352	1,631	1,841	− 11.41	20,259	24,482	− 17.25
Colorado	140	72	212	302	− 29.80	2,705	3,158	− 14.34
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	736	1,488	2,224	1,896	+ 17.30	22,255	16,709	+ 33.19
Georgia	1,642	621	2,263	1,930	+ 17.25	24,078	21,616	+ 11.39
Idaho	282	187	469	750	− 37.47	7,821	9,115	− 14.20
Illinois*								
Indiana	1,353	184	1,537	2,294	− 33.00	27,565	27,582	− .06
Iowa*								
Kansas	602	43	645	903	− 28.57	9,434	8,513	+ 10.82
Kentucky*								
Louisiana	269	20	289	256	+ 12.89	3,374	3,080	+ 9.55
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	35	15	50	111	− 54.95	1,249	1,678	− 25.57
Minnesota	132	34	166	240	− 30.83	3,137	3,550	− 11.63
Mississippi	288	40	328	362	− 9.39	4,559	4,320	+ 5.53
Missouri	98	74	172	210	− 18.10	2,205	2,327	− 5.24
Montana*								
Nebraska	214	77	291	349	− 16.62	3,705	3,860	− 4.02
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	1,223	298	1,521	1,501	+ 1.33	17,042	16,047	+ 6.20
North Dakota*								
Ohio	145	27	172	245	− 29.80	3,728	3,709	+ .51
Oklahoma	87	5	92	89	+ 3.37	970	1,507	− 35.63
Oregon	312	564	876	1,168	− 25.00	12,488	12,834	− 2.70
Pennsylvania	548	67	615	825	− 25.45	12,474	12,038	+ 3.62
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*								
South Dakota*								
Tennessee	398	86	484	547	− 11.52	6,498	6,379	+ 1.87
Texas	2,069	405	2,474	2,790	− 11.33	29,618	30,389	− 2.54
Utah*								
Vermont*								
Virginia	127	25	152	245	− 37.96	2,873	2,726	+ 5.39
Washington	63	97	160	279	− 42.65	2,814	3,425	− 17.84
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	193	18	211	360	− 41.39	5,720	6,899	− 17.09
Wyoming	0	0	0	0	0	0	0	
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	422	36	458	539	− 15.03	8,479	7,732	+ 9.66
Canada	0	0	0	0	—	24	0	+100.00
Totals	13,468	6,289	19,757	22,234	− 11.14%	262,078	258,865	+ 1.24%

*These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. Beginning this month, the states of Maine, New York and South Carolina are lumped into the category "states shown with (*)" due to present manufacturing conditions in those states.

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

November Production and Shipments

Manufactured housing shipments to dealers throughout the country in November slipped 11.14% from the 22,234 homes delivered in November, 1978. This year's November total shipment figures came to 19,757. For the 11 months thus far reported this year, the total of 262,078 remains 1.24% above the 258,865 homes shipped in the same period of 1978.

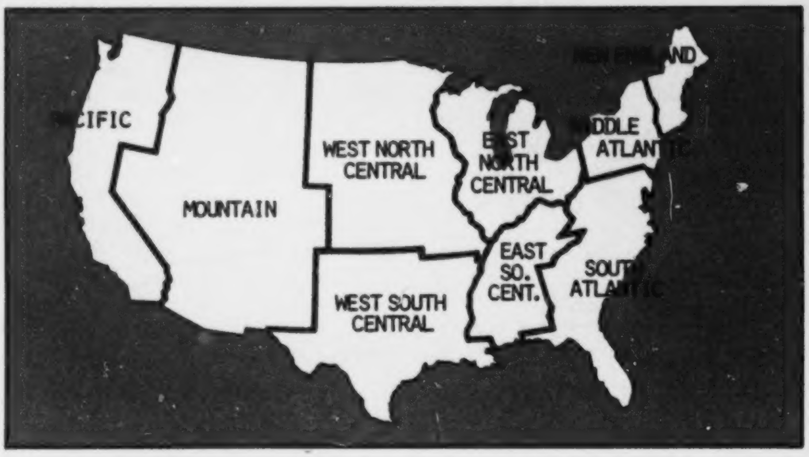
SHIPMENT OF MOBILE HOMES IN NOVEMBER, 1979

State	Single Section	Multi-Section	Nov. '79 Total	Revised Nov. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	869	97	966	691	+ 39.80	8,136	8,182	− .56
Alaska	0	1	1	13	− 92.31	144	522	− 72.41
Arizona	383	357	740	888	− 16.67	8,759	7,284	+ 20.25
Arkansas	186	33	219	221	− .90	2,560	2,606	− 1.77
California	214	1,122	1,336	1,401	− 4.64	16,421	21,177	− 22.46
Colorado	287	90	377	459	− 17.86	4,360	4,356	+ .09
Connecticut	18	0	18	20	− 10.00	321	350	− 8.29
Delaware	53	7	60	73	− 17.81	1,223	1,242	− 1.53
Florida	1,086	1,619	2,705	2,343	+ 15.45	27,257	20,282	+ 34.39
Georgia	760	285	1,045	651	+ 60.52	9,873	8,645	+ 14.20
Idaho	84	64	148	275	− 46.18	2,786	3,112	− 10.48
Illinois	195	37	232	399	− 41.85	4,274	4,783	− 10.64
Indiana	318	31	349	528	− 33.90	5,636	6,034	− 6.60
Iowa	94	9	103	167	− 38.32	1,846	2,079	− 11.21
Kansas	149	38	187	261	− 28.35	2,825	2,711	+ 4.21
Kentucky	352	43	395	407	− 2.95	5,805	5,693	+ 1.97
Louisiana	829	62	891	1,046	− 14.82	10,822	11,560	− 6.38
Maine	58	1	59	70	− 15.71	1,247	1,442	− 13.52
Maryland	50	7	57	110	− 48.18	1,059	1,155	− 8.31
Massachusetts	48	4	52	50	+ 4.00	603	670	− 10.00
Michigan	327	60	387	726	− 46.69	7,792	9,074	− 14.13
Minnesota	120	17	137	186	− 26.34	3,032	3,828	− 20.79
Mississippi	257	49	306	324	− 5.56	4,660	4,160	+ 12.02
Missouri	214	44	258	435	− 40.69	4,264	4,440	− 3.96
Montana	118	15	133	188	− 29.26	2,180	2,846	− 23.40
Nebraska	57	20	77	109	− 29.36	1,348	1,487	− 9.35
Nevada	60	137	197	286	− 31.12	2,858	3,084	− 7.33
New Hampshire	37	1	38	59	− 35.59	823	969	− 15.07
New Jersey	41	10	51	106	− 51.89	823	942	− 12.63
New Mexico	208	69	277	389	− 28.79	3,663	4,710	− 22.23
New York	149	15	164	214	− 23.36	3,771	3,743	+ .75
North Carolina	719	198	917	1,053	− 12.92	12,532	10,946	+ 14.49
North Dakota	80	21	101	95	+ 6.32	1,269	1,457	12.90
Ohio	395	74	469	568	− 17.43	7,834	7,003	+ 11.87
Oklahoma	381	53	434	578	− 24.91	5,933	5,832	+ 1.73
Oregon	157	337	494	595	− 16.97	6,495	7,516	− 13.58
Pennsylvania	254	32	286	489	− 41.51	6,999	7,528	− 7.03
Rhode Island	1	0	1	1	same	78	87	− 10.34
South Carolina	377	142	519	602	− 13.79	7,173	6,205	+ 15.60
South Dakota	35	7	42	72	− 41.67	858	1,092	− 21.43
Tennessee	273	61	334	426	− 21.60	5,083	4,956	+ 2.56
Texas	1,623	375	1,998	2,260	− 11.59	25,298	24,848	+ 1.81
Utah	47	26	73	145	− 49.66	1,486	1,730	− 14.10
Vermont	22	1	23	23	same	503	518	− 2.90
Virginia	265	61	326	372	− 12.37	4,729	4,795	− 1.38
Washington	250	364	614	1,092	− 43.77	10,513	11,439	− 8.10
West Virginia	157	25	182	283	− 35.69	4,076	4,323	− 5.71
Wisconsin	82	3	85	185	− 54.05	2,826	3,222	− 12.29
Wyoming	110	24	134	202	− 33.66	1,822	1,905	− 4.36
DC & US Territory	0	0	0	0	− 0	0	2	− 100.00
Export	11	0	11	0	+ 100.00	42	31	+ 13.51
Destination Pending	608	141	749	98	+ 664.29	5,358	256	+ 1992.97
Total	13,468	6,289	19,757	22,234	− 11.14%	262,078	258,865	+ 1.24%

Retail Activity

AS has been the historical past of the manufactured housing industry in winter months, sales of new manufactured homes in November were down some 20.5% on a countrywide basis. Only one region, the Mountain states, showed a slight upswing in new home sales for the month.

When comparing these sales for the month of November in 1979 to the month in 1978, sales were up 3.6%. Twenty-eight percent of the new homes sold were multi-section homes while the average number of new homes sold at each sales location came to 3.6.



Resale home sales were down 25.8% in November, 1979, compared to October of the same year and down by 23.3% in November, 1979, compared to the same month in 1978. The average number of pre-owned homes sold at each dealer lot was 1.9 units.

Inventory of new homes increased 3.2% in November, 1979, versus the same month in 1978. The average number of new homes in stock at each sales location was 13.7 homes. Previously owned home inventory was up

Continued on Page 58

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON NOV. '79 TO OCT. '79 (Percent change)	-4.5	-17.7	-70.6	-18.6	-28.8	-6.1	-53.3	-24.3	+6.7	-20.5
NEW SALES COMPARISON NOVEMBER 1979 TO 1978 (Percent change)	+26.2	NC	-43.4	-3.4	+10.2	+16.7	NC	-28.2	-11.4	+3.6
PRE-OWNED SALES COMP. NOV. '79 TO OCT. '79 (Percent change)	-4.9	-26.9	+8.3	-42.9	-29.9	-76.5	-83.3	-50.0	+10.0	-25.8
PRE-OWNED SALES COMP. NOVEMBER 1979 TO 1978 (Percent change)	-18.9	-20.8	+25.0	-50.0	+9.3	-42.9	-80.0	-85.7	-65.2	-23.3
NEW INVENTORY COMPARISON NOVEMBER '79 TO '78 (Percent change)	-6.2	-18.6	-11.1	+12.2	+25.6	+9.0	+8.7	-4.1	-14.8	+3.2
PRE-OWNED INV. COMPARISON NOVEMBER '79 TO '78 (Percent change)	-1.0	+9.6	+36.0	+116.7	+50.7	+5.3	-18.2	-12.5	-38.2	+20.0
DAYS IN INVENTORY NEW HOMES - NOV. 1979 (Based on 30 days)	111	119	295	99	123	90	90	101	66	111*
DAYS IN INVENTORY NEW HOMES NOV. 1978 (Based on 30 days)	143	136	117	85	110	130	100	75	68	110**

NC No change

* Days in inventory, Nov., 1979 - (171 locations)
** Days in inventory, Nov., 1978 - (149 locations)

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW HOMES SOLD IN NOVEMBER										
Under 6,000	-	2%	-	-	-	-	-	-	-	*
6,001 to 8,000	-	-	6%	-	12%	-	-	-	2%	4%
8,001 to 10,000	4%	7%	7%	12%	22%	3%	-	3%	15%	12%
10,001 to 12,000	7%	7%	20%	15%	12%	3%	-	14%	2%	10%
12,001 to 14,000	9%	9%	13%	12%	12%	6%	15%	3%	2%	9%
14,001 to 16,000	9%	8%	26%	17%	6%	12%	14%	-	3%	9%
16,001 to 18,000	4%	23%	7%	12%	11%	9%	14%	-	5%	10%
18,001 to 20,000	13%	15%	7%	5%	6%	12%	14%	4%	8%	9%
20,001 to 22,000	11%	9%	-	17%	8%	9%	29%	-	20%	10%
22,001 to 24,000	13%	2%	-	2%	2%	9%	-	-	8%	4%
24,001 to 26,000	11%	2%	-	5%	4%	16%	14%	4%	8%	6%
26,001 to 28,000	5%	4%	-	-	2%	6%	-	4%	3%	3%
28,001 to 30,000	7%	8%	7%	-	1%	6%	-	7%	10%	5%
30,001 to 32,000	2%	-	-	-	1%	6%	-	17%	-	2%
32,001 to 34,000	-	-	-	-	-	3%	-	10%	-	1%
34,001 to 36,000	5%	4%	7%	3%	1%	-	-	14%	3%	3%
36,001 to 38,000	-	-	-	-	-	-	-	10%	3%	1%
Over 38,000	-	-	-	-	-	-	-	10%	8%	2%
NEW HOMES IN INVENTORY END NOVEMBER										
Under 6,000	-	1%	-	-	2%	-	-	-	-	1%
6,001 to 8,000	8%	4%	1%	-	32%	-	-	2%	3%	14%
8,001 to 10,000	12%	4%	15%	10%	25%	2%	-	1%	5%	14%
10,001 to 12,000	14%	6%	14%	17%	11%	6%	-	5%	2%	10%
12,001 to 14,000	23%	15%	10%	23%	15%	5%	4%	2%	7%	14%
14,001 to 16,000	19%	15%	16%	33%	4%	11%	18%	5%	8%	11%
16,001 to 18,000	6%	13%	14%	9%	4%	16%	30%	6%	17%	9%
18,001 to 20,000	6%	15%	7%	4%	4%	25%	19%	4%	17%	8%
20,001 to 22,000	4%	4%	9%	1%	1%	9%	22%	4%	12%	4%
22,001 to 24,000	2%	5%	3%	-	1%	5%	-	3%	9%	2%
24,001 to 26,000	3%	7%	5%	1%	1%	2%	7%	5%	9%	3%
26,001 to 28,000	2%	2%	1%	1%	*	3%	-	11%	-	3%
28,001 to 30,000	-	1%	1%	1%	*	5%	-	3%	-	1%
30,001 to 32,000	1%	2%	1%	-	-	1%	-	10%	-	1%
32,001 to 34,000	-	4%	1%	-	*	3%	-	4%	-	1%
34,001 to 36,000	-	1%	1%	-	-	-	-	1%	2%	*
36,001 to 38,000	-	1%	-	-	-	1%	-	7%	2%	1%
Over $38,000	-	-	1%	-	-	6%	-	27%	7%	3%

* Less than 1%

RETAIL ACTIVITY

Continued from Page 56

20% for this same period with 5.1 homes as the average at each sales location.

Dealers report sufficient homes on hand at the end of November for 111 days at the present rate of sales. This same figure for the month of November in 1978 was 110 days at the end of the month.

Repossessions were down 2.4% in November of this year with 61% of the dealers who reported their repos for both years stating they had no repos in either year. **MHD**

manufactured housing dealer

MARCH 1980

serving dealers, manufacturers and suppliers

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MANAGEMENT SUPERSTAR: SCOTTY'S MOBILE HOMES

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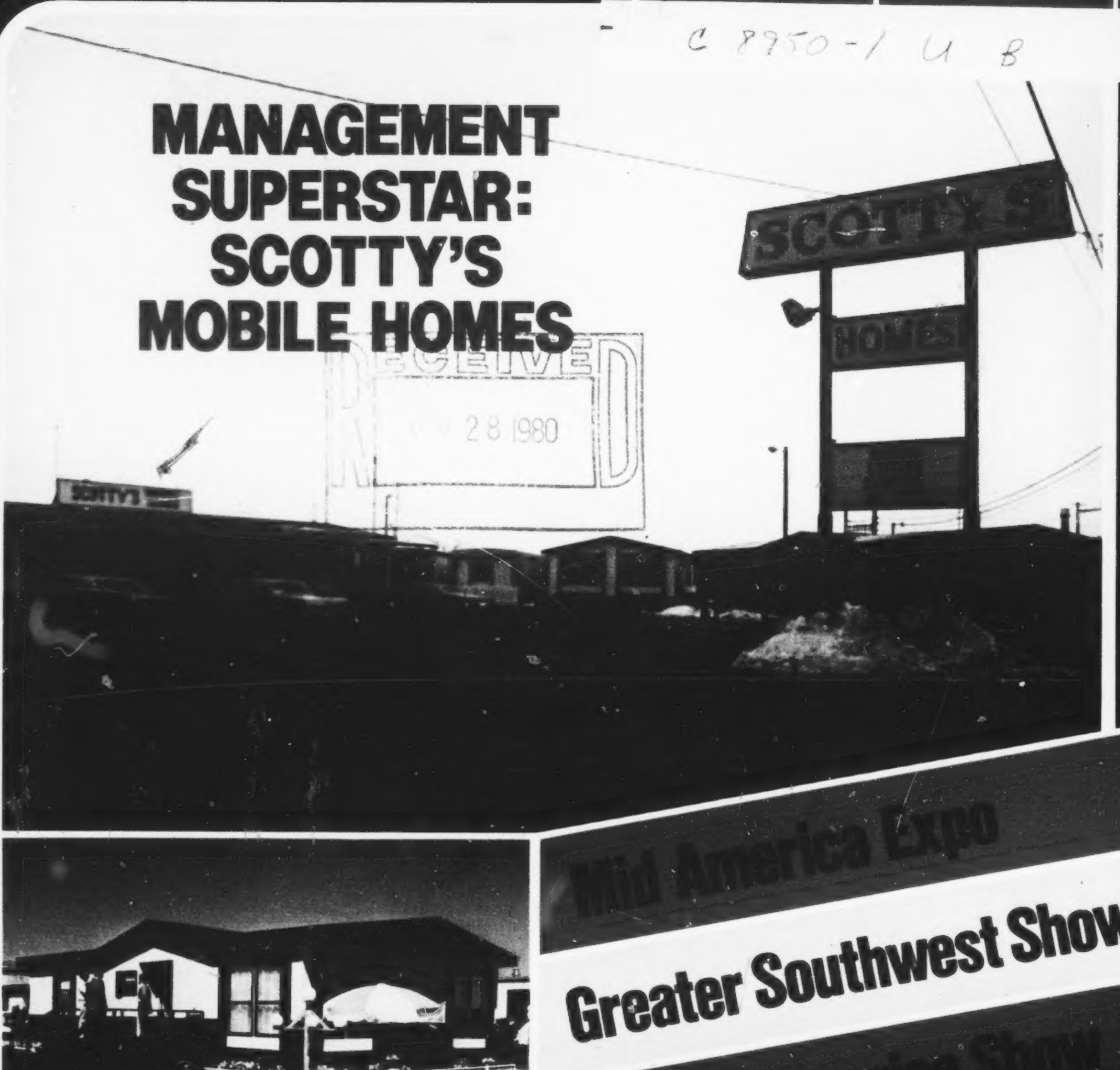
28 1980



Mid America Expo

Greater Southwest Show

Heart of America Show

manufactured housing dealer

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ON THE COVER: Scotty's Mobile Homes up in the Northwest indeed qualifies as a Management Superstar. The Washington State dealership, comprising five sales centers, had enjoyed the enviable position of having taken its company from less than $1 million in sales in 1975 to more than a $15 million sales volume today. The story is one of close relationship among the owner/managers of the sales locations in every area of operation. Story begins on page 81. Also, the three regional shows taking place throughout the country are given complete coverage.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN DECEMBER, 1979

State	Single Section	Multi-Section	Dec. '79 Total	Revised Dec. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	825	105	930	930	same	18,006	16,651	+ 8.14
Alaska*								
Arizona	222	205	427	570	− 25.09	7,059	6,455	+ 9.36
Arkansas	156	40	196	194	+ 1.03	3,498	3,777	− 7.39
California	212	1,152	1,364	1,546	− 11.77	21,628	26,028	− 16.90
Colorado	111	48	159	226	− 29.65	2,864	3,384	− 15.37
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	616	1,287	1,903	1,802	+ 5.60	24,184	18,511	+ 30.65
Georgia	1,076	509	1,585	1,501	+ 5.60	25,665	23,117	+ 11.02
Idaho	228	139	367	538	− 31.78	8,188	9,653	− 15.18
Illinois*								
Indiana	959	144	1,103	1,411	− 21.83	28,675	28,993	− 1.10
Iowa*								
Kansas	411	37	448	629	− 28.78	9,881	9,142	+ 8.08
Kentucky*								
Louisiana	176	13	189	202	− 6.44	3,563	3,282	+ 8.56
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	33	5	38	108	− 64.81	1,289	1,786	− 27.83
Minnesota	102	17	119	145	− 17.93	3,264	3,697	− 11.71
Mississippi	208	29	237	289	− 17.99	4,796	4,609	+ 4.06
Missouri	81	24	105	157	− 33.12	2,313	2,484	− 6.88
Montana*								
Nebraska	183	56	239	212	+ 12.74	3,944	4,072	− 3.14
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	805	191	996	1,106	− 9.95	19,414	17,153	+ 13.18
North Dakota*								
Ohio	114	23	137	143	− 4.20	3,869	3,856	+ 0.34
Oklahoma	60	11	71	73	− 2.74	1,049	1,580	− 33.61
Oregon	261	391	652	849	− 23.20	13,141	13,684	− 3.97
Pennsylvania	450	42	492	659	− 25.34	12,967	12,697	+ 2.13
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*								
South Dakota*								
Tennessee	236	52	288	443	− 34.99	6,788	6,822	− 0.50
Texas	1,584	264	1,848	2,187	− 15.50	31,536	32,575	− 3.19
Utah*								
Vermont*								
Virginia	67	21	88	126	− 30.16	2,961	2,852	+ 3.82
Washington	35	67	102	201	− 49.25	2,961	3,626	− 18.34
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	170	17	187	337	− 44.51	5,911	7,236	− 18.31
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	235	49	284	425	− 33.18	7,416	8,158	− 9.10
Canada	0	0	0	0	0	24	1	+2300.00
Totals	9,616	4,938	14,554	17,009	− 14.43%	276,854	275,881	+ 0.35%

*These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York and South Carolina are lumped into the category "states shown with (*)" due to present manufacturing conditions in those states.

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

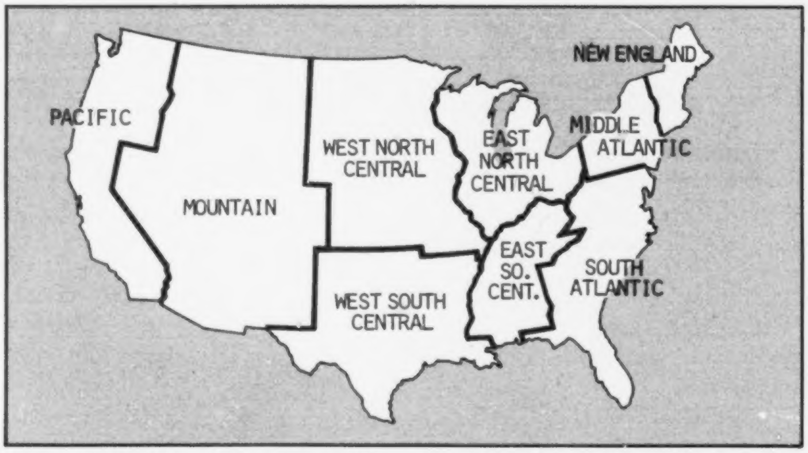
December Production and Shipments

Manufacturer shipments to industry dealers in December totaled 14,554, a drop of 14.43% from December, 1978's shipments of 17,009 manufactured homes. Total shipments received by the industry's retailers in 1979 eked out a 0.35% increase over the cumulative shipment figures registered in 1978. Total shipments for 1979 came to 276,854 slightly above 1978's total of 275,881.

SHIPMENT OF MOBILE HOMES IN DECEMBER, 1979

State	Single Section	Multi-Section	Dec. '79 Total	Revised Dec. '78 Total	Percent Comparison	Year to Date Revised 1979	Year to Date Revised 1978	Percent Comparison
Alabama	297	91	388	522	− 25.67	8,561	8,724	− 1.87
Alaska	0	0	0	4	—	145	526	− 72.43
Arizona	308	277	585	856	− 31.66	9,371	8,142	+ 15.09
Arkansas	88	29	117	167	− 29.94	2,685	2,777	− 3.31
California	155	986	1,141	1,151	− 0.87	17,572	22,360	− 21.41
Colorado	194	53	247	340	− 27.35	4,624	4,699	− 1.60
Connecticut	18	2	20	18	+ 11.11	341	368	− 7.34
Delaware	62	7	69	50	+ 38.00	1,295	1,293	+ 0.15
Florida	1,031	1,447	2,478	2,220	+ 11.62	29,807	22,519	+ 32.36
Georgia	299	189	488	474	+ 2.95	10,378	9,138	+ 13.57
Idaho	64	39	103	221	− 53.39	2,897	3,335	− 13.13
Illinois	149	33	182	219	− 16.89	4,474	5,004	− 10.59
Indiana	218	19	237	327	− 27.52	5,951	6,364	− 6.49
Iowa	95	9	104	141	− 26.24	1,955	2,224	− 12.10
Kansas	120	24	144	196	− 26.53	2,987	2,909	+ 2.68
Kentucky	175	35	210	274	− 23.36	6,066	5,971	+ 1.59
Louisiana	723	54	777	850	− 8.59	11,656	12,418	− 6.14
Maine	32	2	34	53	− 35.85	1,293	1,495	− 13.51
Maryland	43	2	45	96	− 53.13	1,113	1,253	− 11.17
Massachusetts	23	2	25	29	− 13.79	631	699	− 9.73
Michigan	197	24	221	507	− 56.41	8,036	9,583	− 16.14
Minnesota	57	9	66	165	− 60.00	3,112	4,000	− 22.20
Mississippi	192	38	230	287	− 19.86	4,919	4,450	+ 10.54
Missouri	138	23	161	269	− 40.15	4,451	4,713	− 5.56
Montana	65	12	77	132	− 41.67	2,266	3,000	− 24.47
Nebraska	42	18	60	88	− 31.82	1,410	1,589	− 11.26
Nevada	57	93	150	224	− 33.04	3,012	3,310	− 9.00
New Hampshire	22	0	22	60	− 63.33	852	1,029	− 17.20
New Jersey	22	7	29	65	− 55.38	855	1,007	− 15.09
New Mexico	139	40	179	342	− 47.66	3,868	5,056	− 23.50
New York	102	11	113	176	− 35.80	3,923	3,919	+ 0.10
North Carolina	523	125	648	752	− 13.83	13,228	11,710	+ 12.96
North Dakota	48	20	68	59	+ 15.25	1,342	1,517	− 11.54
Ohio	249	60	309	343	− 9.91	8,178	7,351	+ 11.25
Oklahoma	270	29	299	394	− 41.88	6,259	6,239	+ 0.32
Oregon	138	258	396	450	− 12.00	6,906	7,968	− 13.33
Pennsylvania	220	28	248	347	− 28.53	7,331	7,878	− 6.94
Rhode Island	4	2	6	3	+100.00	86	90	− 4.44
South Carolina	345	109	454	477	− 4.82	7,649	6,688	+ 14.37
South Dakota	21	5	26	41	− 36.59	889	1,139	− 21.95
Tennessee	173	43	216	299	− 27.76	5,335	5,257	+ 1.48
Texas	1,205	241	1,446	1,716	− 15.73	26,886	26,575	+ 1.17
Utah	54	27	81	117	− 30.77	1,567	1,847	− 15.16
Vermont	11	1	12	17	− 29.41	527	535	− 1.50
Virginia	165	33	198	278	− 28.78	5,003	5,076	− 1.44
Washington	187	248	435	728	− 40.25	11,038	12,168	− 9.29
West Virginia	124	10	134	197	− 31.98	4,255	4,523	− 5.93
Wisconsin	64	4	68	147	− 53.74	2,896	3,375	− 14.19
Wyoming	92	17	109	119	− 8.40	1,938	2,030	− 4.53
DC & US Territory	0	0	0	0	0	0	2	—
Export	0	10	10	2	+400.00	52	39	+ 33.33
Destination Pending	596	93	689	0	—	4,983	0	—
Total	9,616	4,938	14,554	17,009	− 14.43%	276,854	275,881	+ 0.35%

Retail Activity



MOST area dealers throughout the United States report decreases in sales of new manufactured homes in December compared to November which is normal for this time of year. Nationally, the drop in these sales came to 21.8%. On the other hand, when comparing sales in December, 1979 to the same month in 1978, six of the nine regions in the country reported increases in sales with the overall increases being 15.9%.

Twenty-nine percent of the new home sales made in December, 1979 were multi-section homes. The average number of new homes sold at each sales center was 2.9.

Pre-owned home sales were down by 14.9% in December compared to November, 1979, and dropped 14.5% when comparing December in the two years. The average number of resales at each dealer lot was 1.0.

Inventory of new homes this December compared to the month a year ago was up a slight 5.3% and pre-owned home inventory was up 25.2% for the month compared to

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	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON DEC. '79 TO NOV. '79 (Percent change)	-26.9	-48.5	+57.1	-27.8	-21.5	-9.3	+7.1	-14.0	-32.3	-21.8
NEW SALES COMPARISON DECEMBER 1979 TO 1978 (Percent change)	+23.7	-26.1	+81.3	+26.3	+28.2	-4.5	+22.2	-28.8	+10.5	+15.9
PRE-OWNED SALES COMP. DEC. '79 TO NOV. '79 (Percent change)	-32.1	-20.0	-13.3	+53.8	-18.0	+16.7	+66.7	-21.4	-27.3	-14.9
PRE-OWNED SALES COMP. DECEMBER 1979 TO 1978 (Percent change)	-32.1	-50.0	+62.5	+53.8	+2.5	-14.3	+150.0	-37.5	-50.0	-14.5
NEW INVENTORY COMPARISON DECEMBER 1979 TO 1978 (Percent change)	+4.9	-10.1	-10.3	+12.2	+21.4	-3.8	-8.8	-13.6	-2.8	+5.3
PRE-OWNED INV. COMPARISON DECEMBER 1979 TO 1978 (Percent change)	+11.9	+34.1	+46.5	+65.9	+34.1	+56.5	-27.3	+26.2	-37.5	+25.2
DAYS IN INVENTORY NEW HOMES - DEC. 1979 (Based on 31 days)	153	226	179	116	164	73	68	130	159	137*
DAYS IN INVENTORY NEW HOMES - DEC. 1978 (Based on 31 days)	183	194	372	171	202	110	117	105	149	174**

NC No change

* Days in inventory, Dec. 1979 - (176 locations)
** Days in inventory, Dec. 1978 - (152 locations)

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
	NEW HOMES SOLD IN DECEMBER									
Under 6,000	-	-	-	-	2%	-	-	-	-	1%
6,001 to 8,000	4%	-	6%	-	3%	2%	-	-	9%	3%
8,001 to 10,000	8%	11%	16%	26%	23%	-	6%	5%	27%	15%
10,001 to 12,000	10%	11%	6%	-	18%	3%	-	5%	-	9%
12,001 to 14,000	8%	21%	3%	22%	17%	3%	-	5%	-	10%
14,001 to 16,000	8%	16%	16%	22%	3%	10%	7%	11%	14%	10%
16,001 to 18,000	10%	5%	13%	7%	6%	13%	7%	3%	5%	8%
18,001 to 20,000	10%	5%	13%	4%	14%	3%	13%	3%	14%	9%
20,001 to 22,000	6%	11%	12%	15%	1%	5%	40%	3%	5%	7%
22,001 to 24,000	6%	5%	6%	-	4%	8%	7%	3%	9%	5%
24,001 to 26,000	6%	-	-	-	6%	5%	13%	11%	4%	5%
26,001 to 28,000	6%	5%	3%	-	-	16%	-	8%	-	4%
28,001 to 30,000	6%	5%	-	-	1%	8%	-	5%	-	3%
30,001 to 32,000	2%	5%	-	-	1%	-	7%	3%	-	1%
32,001 to 34,000	6%	-	6%	-	-	8%	-	5%	-	3%
34,001 to 36,000	-	-	-	4%	1%	3%	-	3%	9%	2%
36,001 to 38,000	4%	-	-	-	-	-	-	3%	-	1%
Over 38,000	-	-	-	-	-	13%	-	24%	4%	4%

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
	NEW HOMES IN INVENTORY END DECEMBER									
Under 6,000	-	-	-	2%	3%	-	-	1%	-	1%
6,001 to 8,000	4%	1%	1%	13%	36%	1%	-	2%	2%	15%
8,001 to 10,000	7%	2%	9%	7%	21%	7%	-	3%	6%	11%
10,001 to 12,000	8%	8%	10%	12%	12%	8%	6%	7%	2%	9%
12,001 to 14,000	9%	13%	7%	25%	14%	15%	12%	4%	1%	11%
14,001 to 16,000	18%	13%	19%	9%	5%	15%	12%	5%	8%	10%
16,001 to 18,000	10%	15%	20%	10%	3%	8%	25%	5%	25%	10%
18,001 to 20,000	9%	20%	15%	13%	3%	17%	9%	13%	14%	10%
20,001 to 22,000	5%	8%	8%	3%	1%	11%	21%	3%	9%	5%
22,001 to 24,000	5%	6%	2%	-	1%	2%	-	1%	8%	3%
24,001 to 26,000	4%	2%	2%	-	1%	1%	9%	5%	6%	2%
26,001 to 28,000	4%	2%	1%	-	-	1%	6%	5%	3%	2%
28,001 to 30,000	5%	1%	1%	-	*	4%	-	2%	2%	2%
30,001 to 32,000	1%	3%	-	-	*	-	-	3%	3%	1%
32,001 to 34,000	3%	2%	2%	-	-	-	-	8%	-	2%
34,001 to 36,000	1%	2%	2%	2%	-	-	-	4%	7%	2%
36,001 to 38,000	2%	-	1%	2%	-	-	-	1%	2%	1%
Over 38,000	5%	2%	-	2%	-	10%	-	28%	2%	3%

* Less than 1%

Continued from Page 32

the previous year. The average number of new homes remaining on sales lots at the end of December was 13.9 and for pre-owned homes, 5.5.

There were sufficient homes in stock at the end of December for 137 days at the present rate of sales, according to 176 retailers who participated in our survey. With fewer dealers reporting these figures (152 dealers), days of inventory at the end of December, 1978 was 174.

There was a 55.5% increase in repossessions in December. All regions with the exception of the Mid-Atlantic and Mountain regions reported increases in repos in December, 1979 compared to the month in 1978.

Fifty-eight percent of the dealers who reported their repos for both years say they had no repos in either year for the month of December.

A dealer from New York mentioned that in the past year, he handled high-end homes exclusively and the result was sales were $250,000 higher than the previous year. He says that people are willing to pay more for quality.

The Vermont retailer emphasizes that if the "consumer" ever discovers the spaciousness inside the manufactured home as well as the house-type appearance both inside and out, its quality construction and comfort, all at a price the stick-builder can no longer touch, then the demands of average home buyers will effect the zoning and financing changes needed to meet the American housing requirements in this decade that can be met by our industry. **MHD**

Mobile Home Placements, Average Sales Prices and Inventories

IN the Census Bureau's preliminary report for the third quarter of 1979, the nationwide average price of a manufactured home increased $700 from the second quarter's revised average price of $17,000. The new $17,700 price was reflected by higher prices in all four regions of the U.S.

The Northeast region led the others with a $1,600 increase in the average price, going from $15,000 in the second quarter to $16,600 in the third quarter. However, it should be pointed out that this region's second quarter average price dipped $1,000 from the previous quarter.

The West region showed a respectable increase in the average price for the third quarter as it rose $1,100 from its price of $22,000 in the second quarter.

The North Central region attained an average price increase of $1,000 in the third quarter, reaching a value of $16,300 from the previous quarter price of $15,300.

The South region registered a much lower increase in the average price of a manufactured home, rising $400 from $15,400 to $15,800 in the third quarter.

Since the Census Bureau revised its second quarter placements figure from 72,000 to 81,800 homes placed, and the 83,400 placed in the third quarter does not look that dramatic, we still get an increase of more than 3%. This 83,400 figure also surpasses the

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NEW MOBILE HOMES PLACED FOR RESIDENTIAL USE
(Because of rounding, detail may not add to total. Percents computed from unrounded figures)

Period	Mobile Home Units					Percent distribution				
	United States	Region				United States	Region			
		North-east	North Central	South	West		North-east	North Central	South	West
ANNUAL DATA										
1974	332,000	23,300	67,500	170,800	70,400	100	7	20	51	21
1975	229,300	14,700	48,500	110,800	55,200	100	6	21	48	24
1976	249,600	16,800	51,500	114,800	66,500	100	7	21	46	27
1977	257,500	16,700	50,700	112,500	77,700	100	6	20	44	30
1978[r]	279,900	17,400	49,500	135,300	77,700	100	6	18	48	28
QUARTERLY DATA										
1975: 1st quarter	46,800	2,100	6,600	26,200	11,800	100	5	14	56	25
2nd quarter	61,300	3,700	14,100	28,100	15,400	100	6	23	46	25
3rd quarter	67,100	5,100	17,000	31,000	14,000	100	8	25	46	21
4th quarter	54,100	3,900	10,900	25,400	13,900	100	7	20	47	26
1976: 1st quarter	49,100	2,100	8,600	26,600	11,900	100	4	17	54	24
2nd quarter	67,900	5,300	15,600	31,200	15,800	100	8	23	46	23
3rd quarter	73,800	5,600	16,600	31,900	19,700	100	8	23	43	27
4th quarter	58,800	3,800	10,600	25,200	19,100	100	7	18	43	33
1977: 1st quarter	50,900	1,800	6,900	24,700	17,500	100	4	14	49	34
2nd quarter	70,800	4,800	13,900	32,000	20,100	100	7	20	45	28
3rd quarter	75,600	5,900	18,600	30,200	21,000	100	8	25	40	28
4th quarter	60,300	4,200	11,300	25,600	19,200	100	7	19	43	32
1978:[r] 1st quarter	52,800	2,300	6,200	27,100	17,200	100	4	12	51	33
2nd quarter	80,800	5,400	15,500	37,700	22,300	100	7	19	47	28
3rd quarter	81,400	5,700	16,400	38,800	20,600	100	7	20	48	25
4th quarter	65,000	4,100	11,500	31,700	17,600	100	6	18	49	27
1979: 1st quarter[r]	51,800	2,200	5,400	29,900	14,300	100	4	10	58	28
2nd quarter[r]	81,800	5,800	16,000	39,400	20,600	100	7	20	48	25
3rd quarter[p]	83,400	5,300	16,200	42,300	19,700	100	6	19	51	24
Standard Error Percents	7%	20%	12%	9%	15%					

Note statistics in this table have been revised back through 1978.

[p] Preliminary. [r] Revised.

NEW MOBILE HOMES ON DEALER LOTS AT END OF PERIOD

(Because of rounding, detail may not add to total. Percents computed from unrounded figures)

Period	Mobile Home Units					Percent distribution				
	United States	Region				United States	Region			
		North-east	North Central	South	West		North-east	North Central	South	West
ANNUAL DATA										
1974	86,700	7,400	17,600	44,800	16,900	100	9	20	52	19
1975	69,400	5,700	15,000	34,800	13,800	100	8	22	50	20
1976	69,400	5,800	15,000	33,500	15,100	100	8	22	48	22
1977	68,100	5,400	14,100	33,000	15,600	100	8	21	48	23
1978[r]	67,500	4,700	13,800	33,700	15,200	100	7	20	50	23
QUARTERLY DATA										
1976: 1st quarter	72,300	6,300	17,000	34,500	14,600	100	9	23	48	20
2nd quarter	71,000	6,200	16,900	33,900	13,900	100	9	24	48	20
3rd quarter	68,000	6,700	15,200	33,100	13,000	100	10	22	49	19
4th quarter	69,400	5,800	15,000	33,500	15,100	100	8	22	48	22
1977: 1st quarter	72,800	6,200	16,300	33,200	17,000	100	9	22	46	23
2nd quarter	73,400	7,100	16,200	32,800	17,400	100	10	22	45	24
3rd quarter	68,400	5,900	14,600	32,000	15,900	100	9	21	47	23
4th quarter	68,100	5,400	14,100	33,000	15,600	100	8	21	48	23
1978:[r] 1st quarter	76,100	6,200	16,400	34,800	18,600	100	8	22	46	24
2nd quarter	72,400	5,900	15,600	33,600	17,300	100	8	21	46	24
3rd quarter	67,900	5,100	14,100	33,100	15,600	100	8	21	49	23
4th quarter	67,500	4,700	13,800	33,700	15,200	100	7	20	50	23
1979: 1st quarter[r]	74,600	5,700	16,600	36,600	15,600	100	8	22	49	21
2nd quarter[r]	70,600	5,900	14,800	36,300	13,700	100	8	21	51	19
3rd quarter[p]	65,500	4,600	14,000	34,900	12,100	100	7	21	53	18
Standard Error Percents	6%	20%	13%	8%	14%					

Note: The statistics in this table have been revised back through 1978.

[p] Preliminary [r] Revised

MH PLACEMENTS

Continued from Page 56

1978 third quarter placement totals of 81,400 by 2,000 placements.

In the table reporting mobile housing inventory on dealers' lots in the third quarter, the figure of 65,500 is a reduction from the 67,900 homes in inventory on dealers' sales locations in the same quarter of 1978. This is an indication that dealers have curtailed their inventory due to the high interest rate in floorplanning.

Dealer inventory in the South region was the highest of the four sections comprising the U.S. with 34,900 homes on sales lots there. The South normally has the largest mobile home inventory in each quarter.

The data contained in this report is based on preliminary information furnished by the Census Bureau and may be subsequently revised at a future time. **MHD**

AVERAGE SALES PRICE OF NEW MHs PLACED FOR RESIDENTIAL USE

(In dollars. Includes estimates of sales price for units leased)

Period	United States	Region			
		North-east	North Central	South	West
ANNUAL DATA					
1974	$ 9,300	$ 9,400	$ 9,300	$ 8,300	$11,600
1975	10,600	10,500	10,700	9,000	13,600
1976	12,300	11,600	11,600	10,600	16,000
1977	14,200	12,900	13,500	12,100	18,100
1978[r]	15,900	14,300	15,100	13,700	20,600
QUARTERLY DATA					
1975: 1st quarter	9,700	9,300	9,700	8,500	12,500
2nd quarter	10,400	10,400	10,300	8,900	13,100
3rd quarter	10,800	10,700	11,000	9,200	14,000
4th quarter	11,300	11,100	11,400	9,400	14,900
1976: 1st quarter	11,300	10,400	11,100	9,800	14,900
2nd quarter	11,800	11,300	11,200	10,300	15,600
3rd quarter	12,600	11,700	12,000	11,000	16,200
4th quarter	13,400	12,700	12,200	11,300	16,900
1977: 1st quarter	13,600	12,400	12,400	11,400	17,200
2nd quarter	13,800	12,100	13,200	11,800	17,900
3rd quarter	14,500	13,200	13,400	12,500	18,600
4th quarter	14,900	13,700	14,500	12,700	18,400
1978:[r] 1st quarter	15,100	15,400	13,500	12,900	19,100
2nd quarter	15,400	13,600	14,600	13,400	19,800
3rd quarter	16,200	14,300	15,500	14,000	21,500
4th quarter	16,700	14,500	15,900	14,400	21,900
1979: 1st quarter[r]	16,700	16,000	15,100	14,600	21,800
2nd quarter[r]	17,000	15,000	15,300	15,400	22,000
3rd quarter[p]	17,700	16,600	16,300	15,800	23,100
Standard Error Percents	4%	11%	7%	6%	9%

Note: The statistics in this table have been revised back through 1978.

[p] Preliminary. [r] Revised.

For DeRose, circle 146 ➡

manufactured housing dealer

serving dealers, manufacturers and suppliers

APRIL 1980

C8950-1 UA rec'd 4/17/80

RENÉ BATTINAU: MODULAR BUILDER

FACTORS IN MODULAR PRODUCTION COST

TIE-DOWN STATUS

manufactured housing dealer

APRIL • VOLUME 31 • NUMBER 11

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MANUFACTURED HOUSING DEALER (USPS 356-360)

MANUFACTURED HOUSING DEALER is the first magazine in the mobile—modular housing field devoted wholly to the trade aspects of the industry and is circulated exclusively to mobile home, modular manufacturers, suppliers, dealers and associated groups. It was the first audited trade publication (Business Publications Audit) serving the mobile housing industry.

MANUFACTURED HOUSING DEALER is published monthly on the 8th, except semi-monthly in January. Subscription rate: U.S. and Canada, $18.00 per year; Foreign $24.00 per year; single copy, $1.50. Advertising rate on request.

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WAREHOUSE DISTRIBUTORS ASSOCIATION FOR LEISURE AND MOBILE PRODUCTS INC

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COVER PHOTOS: René Battinau, owner of Better-Way Builders, an Indiana modular home dealer/builder, carries the product of only two modular home manufacturers because that way he feels that there is closer rapport, better understanding between the partners, and confidence in each other that allows the dealer to stipulate just what he will and will not do in all cases. See page 82 in the Hardison Institute section.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN JANUARY, 1980

State	Single Section	Multi-Section	Jan. '80 Total	Revised Jan. '79 Total	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	1,175	159	1,334	1,056	+ 26.33	1,334	1,056	+ 26.33
Alaska*								
Arizona	261	233	494	645	− 23.41	494	645	− 23.41
Arkansas	224	50	274	223	+ 22.87	274	223	+ 22.87
California	278	1,239	1,517	1,762	− 13.90	1,517	1,762	− 13.90
Colorado	189	48	237	267	− 11.24	237	267	− 11.24
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	839	1,389	2,228	2,096	+ 6.30	2,228	2,096	+ 6.30
Georgia	1,457	644	2,101	1,983	+ 5.95	2,101	1,983	+ 5.95
Idaho	293	161	454	663	− 31.52	454	663	− 31.52
Illinois*								
Indiana	1,170	99	1,269	1,177	+ 7.82	1,269	1,177	+ 7.82
Iowa*								
Kansas	492	50	542	643	− 15.71	542	643	− 15.71
Kentucky*								
Louisiana	266	17	283	275	+ 2.91	283	275	+ 2.91
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	6	1	7	67	− 89.55	7	67	− 89.55
Minnesota	143	29	172	189	− 8.99	172	189	− 8.99
Mississippi	191	42	233	330	− 29.39	233	330	− 29.39
Missouri	74	49	123	136	− 9.56	123	136	− 9.56
Montana*								
Nebraska	202	45	247	291	− 15.12	247	291	− 15.12
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	1,155	235	1,390	1,436	− 3.20	1,390	1,436	− 3.20
North Dakota*								
Ohio	123	14	137	98	+ 39.80	137	98	+ 39.80
Oklahoma	62	13	75	82	− 8.54	75	82	− 8.54
Oregon	262	445	707	1,014	− 30.28	707	1,014	− 30.28
Pennsylvania	546	41	587	623	− 5.78	587	623	− 5.78
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*								
South Dakota*								
Tennessee	353	57	410	410	same	410	410	same
Texas	2,085	362	2,447	2,514	− 2.67	2,447	2,514	− 2.67
Utah*								
Vermont*								
Virginia	165	24	189	200	− 5.50	189	200	− 5.50
Washington	33	98	131	234	− 44.02	131	234	− 44.02
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	175	14	189	293	− 35.49	189	293	− 35.49
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	308	26	334	449	− 25.61	334	449	− 25.61
Canada	0	0	0	0	—	0	0	+ —
Totals	12,527	5,584	18,111	19,156	− 5.46%	18,111	19,156	− 5.46%

***These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York and South Carolina are lumped into the category "states shown with (*)" due to present manufacturing conditions in those states.**

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

January Production and Shipments

Industry shipments of manufactured housing to dealers in January totaled 18,111, 5.46% below the 19,156 that were received by retailers in the same month of 1979. There can be no doubt that recent dealer curtailment of inventory due to the high interest rates greatly influenced January production by manufacturers.

SHIPMENT OF MOBILE HOMES IN JANUARY, 1980

State	Single Section	Multi-Section	Jan. '80 Total	Revised Jan. '79 Total	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	421	99	520	581	− 10.50	520	581	− 10.50
Alaska	4	0	4	4	same	4	4	same
Arizona	318	305	623	887	− 29.76	623	887	− 29.76
Arkansas	127	33	160	185	− 13.51	160	185	− 13.51
California	236	1,045	1,281	1,376	− 6.90	1,281	1,376	− 6.90
Colorado	232	53	285	369	− 22.76	285	369	− 22.76
Connecticut	15	0	15	17	− 11.76	15	17	− 11.76
Delaware	70	6	76	97	− 21.65	76	97	− 21.65
Florida	1,325	1,551	2,876	2,594	+ 10.87	2,876	2,594	+ 10.87
Georgia	474	299	773	813	− 4.92	773	813	− 4.92
Idaho	71	49	120	217	− 44.70	120	217	− 44.70
Illinois	171	28	199	210	− 5.24	199	210	− 5.24
Indiana	218	11	229	214	+ 7.01	229	214	+ 7.01
Iowa	87	9	96	94	+ 2.13	96	94	+ 2.13
Kansas	157	27	184	198	− 7.07	184	198	− 7.07
Kentucky	214	32	246	243	+ 1.23	246	243	+ 1.23
Louisiana	918	57	975	991	− 1.61	975	991	− 1.61
Maine	59	0	59	78	− 24.36	59	78	− 24.36
Maryland	50	7	57	70	− 18.57	57	70	− 18.57
Massachusetts	13	3	16	13	+ 23.08	16	13	+ 23.08
Michigan	247	22	269	349	− 22.92	269	349	− 22.92
Minnesota	102	18	120	173	− 30.64	120	173	− 30.64
Mississippi	270	42	312	302	+ 3.31	312	302	+ 3.31
Missouri	152	42	194	268	− 27.61	194	268	− 27.61
Montana	104	16	120	172	− 30.23	120	172	− 30.23
Nebraska	42	14	56	93	− 39.78	56	93	− 39.78
Nevada	58	110	168	239	− 29.71	168	239	− 29.71
New Hampshire	17	2	19	36	− 47.22	19	36	− 47.22
New Jersey	31	4	35	68	− 48.53	35	68	− 48.53
New Mexico	160	31	191	353	− 45.89	191	353	− 45.89
New York	114	7	121	121	same	121	121	same
North Carolina	778	141	919	1,028	− 10.60	919	1,028	− 10.60
North Dakota	69	10	79	73	+ 8.22	79	73	+ 8.22
Ohio	286	37	323	318	+ 1.57	323	318	+ 1.57
Oklahoma	351	42	393	360	+ 9.17	393	360	+ 9.17
Oregon	131	302	433	555	− 21.98	433	555	− 21.98
Pennsylvania	271	19	290	335	− 13.43	290	335	− 13.43
Rhode Island	3	0	3	4	− 25.00	3	4	− 25.00
South Carolina	382	131	513	566	− 9.36	513	566	− 9.36
South Dakota	30	3	33	45	− 26.67	33	45	− 26.67
Tennessee	247	46	293	333	− 12.01	293	333	− 12.01
Texas	1,771	364	2,135	2,051	+ 4.10	2,135	2,051	+ 4.10
Utah	89	23	112	137	− 18.25	112	137	− 18.25
Vermont	8	0	8	46	− 86.61	8	46	− 86.61
Virginia	251	41	292	310	− 5.81	292	310	− 5.81
Washington	205	299	504	887	− 43.18	504	887	− 43.18
West Virginia	177	15	192	159	+ 20.75	192	159	+ 20.75
Wisconsin	71	4	75	137	− 45.26	75	137	− 45.26
Wyoming	114	17	131	141	− 7.09	131	141	− 7.09
DC & US Territory	0	0	0	0	—	0	0	—
Export	0	0	0	12	−100.00	0	12	−100.00
Destination Pending	816	168	984	234	+320.51	984	234	+320.51
Total	12,527	5,584	18,111	19,156	− 5.46%	18,111	19,156	− 5.46%

Retail Activity

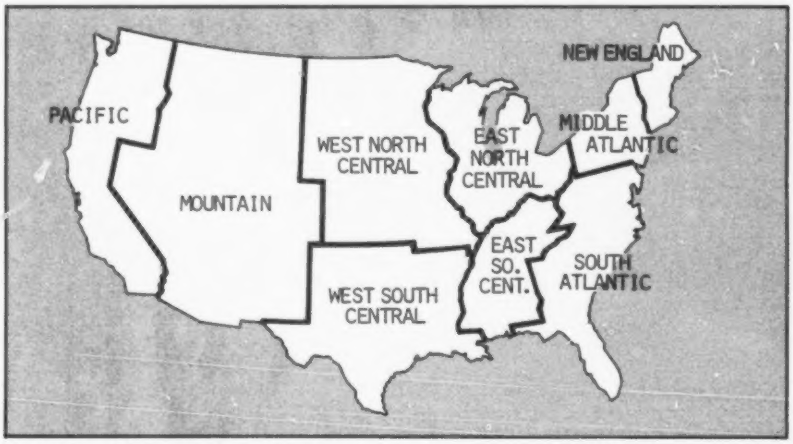
As is the norm for most areas in the country during the winter, sales of mobile homes decreased. New manufactured home sales were down in December, 1979, compared to November, 1979, and were likewise down in January, 1980, compared to the previous month.

However, the decrease in January was a slight 0.7% compared to December. When comparing the sales of new homes in January for the two years, 1979 and 1978, sales of new homes increased 18.7% this January.

Twenty-five percent of the new manufactured homes sold were multi-section models and the average number of new homes sold at each retailer lot was 2.8.

Pre-owned home sales climbed 22.9% this January compared to the previous month and rose 23.7% when contrasting these sales to January in 1979. The average number of second-owner homes sold at each sales location was 1.3.

Inventory of new models in January, 1980, compared to January, 1979, declined 3.7%. This reinforces the comments made by dealers to the Question of the Month, "Has higher interest rates on floor planning caused you to re-



	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON JAN. '80 TO DEC. '79 (Percent change)	+15.9	-8.0	-23.8	+19.4	-12.7	-47.2	-14.3	-6.3	+20.0	-0.7
NEW SALES COMPARISON JANUARY 1980 TO 1979 (Percent change)	+44.0	+21.1	-20.0	+16.8	+23.6	-42.9	+300.0	-42.3	+81.3	+18.7
PRE-OWNED SALES COMP JAN. '80 TO DEC. '79 (Percent change)	+75.8	+26.7	-4.5	-4.2	+13.5	-15.4	+200.0	NC	+40.0	+22.9
PRE-OWNED SALES COMP. JANUARY 1980 TO 1979 (Percent change)	+45.0	+28.6	+110.0	+43.8	-8.7	+12.5	NC	-75.0	+18.2	+23.7
NEW INVENTORY COMPARISON JANUARY 1980 TO 1979 (Percent change)	-1.7	-8.2	-13.3	+7.0	+0.3	-1.4	-13.8	-19.0	-22.7	-3.7
PRE-OWNED INV. COMPARISON JANUARY 1980 TO 1979 (Percent change)	-2.7	+22.0	+14.0	+88.6	+21.1	+9.4	NC	-36.4	-32.4	+12.6
DAYS IN INVENTORY NEW HOMES - JAN. 1980 (Based on 31 days)	135	229	248	98	201	144	171	172	110	193*
DAYS IN INVENTORY NEW HOMES - JAN. 1979 (Based on 31 days)	204	339	210	116	235	161	-	120	264	195**

NC No change

* Days in inventory, Jan. 1980 - (163 locations)
** Days in inventory, Jan. 1979 - (144 locations)

NEW HOMES IN INVENTORY END JANUARY

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 6,000	-	-	-	-	3%	1%	-	-	-	1%
6,001 to 8,000	6%	-	*	-	7%	1%	-	5%	1%	15%
8,001 to 10,000	15%	4%	7%	8%	22%	5%	-	2%	14%	12%
10,001 to 12,000	17%	11%	8%	11%	11%	6%	3%	1%	2%	9%
12,001 to 14,000	11%	13%	10%	25%	15%	14%	6%	5%	5%	12%
14,001 to 16,000	9%	15%	12%	9%	3%	14%	15%	7%	10%	9%
16,001 to 18,000	7%	15%	16%	25%	4%	13%	30%	2%	11%	10%
18,001 to 20,000	2%	11%	16%	11%	3%	18%	12%	4%	12%	9%
20,001 to 22,000	4%	12%	10%	8%	1%	11%	19%	4%	6%	6%
22,001 to 24,000	11%	3%	5%	-	*	3%	6%	1%	9%	3%
24,001 to 26,000	-	3%	8%	3%	1%	2%	9%	6%	10%	4%
26,001 to 28,000	4%	3%	2%	-	-	1%	-	4%	1%	1%
28,001 to 30,000	6%	3%	2%	-	-	5%	-	4%	2%	2%
30,001 to 32,000	4%	1%	1%	-	-	1%	-	4%	1%	1%
32,001 to 34,000	2%	1%	-	-	-	1%	-	9%	2%	1%
34,001 to 36,000	2%	2%	1%	-	-	-	-	7%	3%	1%
36,001 to 38,000	-	1%	1%	-	-	1%	-	5%	4%	1%
Over 38,000	-	2%	1%	-	-	3%	-	30%	7%	3%

* Less than 1%

NEW HOMES SOLD IN JANUARY

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 6,000	-	-	-	-	1%	5%	-	-	-	1%
6,001 to 8,000	5%	-	-	-	4%	5%	-	-	10%	3%
8,001 to 10,000	25%	4%	21%	11%	25%	5%	-	-	3%	15%
10,001 to 12,000	10%	4%	-	19%	17%	-	-	7%	-	9%
12,001 to 14,000	10%	21%	9%	15%	16%	-	-	-	7%	11%
14,001 to 16,000	15%	8%	22%	7%	4%	11%	-	-	13%	9%
16,001 to 18,000	-	17%	9%	15%	9%	16%	20%	-	26%	12%
18,001 to 20,000	-	13%	18%	18%	12%	-	-	-	16%	11%
20,001 to 22,000	-	17%	3%	7%	3%	-	40%	7%	13%	7%
22,001 to 24,000	15%	4%	6%	4%	4%	6%	20%	-	3%	5%
24,001 to 26,000	10%	-	3%	4%	4%	27%	20%	13%	3%	6%
26,001 to 28,000	5%	4%	3%	-	-	5%	-	13%	3%	3%
28,001 to 30,000	5%	4%	3%	-	1%	5%	-	13%	-	3%
30,001 to 32,000	-	-	3%	-	-	5%	-	-	-	1%
32,001 to 34,000	-	-	-	-	-	5%	-	7%	-	1%
34,001 to 36,000	-	4%	-	-	-	5%	-	-	3%	1%
36,001 to 38,000	-	-	-	-	-	-	-	7%	-	*
Over 38,000	-	-	-	-	-	-	-	33%	-	2%

duce inventory?" Sixty-six percent of the dealers answered "yes" to this question. These same dealers also noted that traffic at their sales centers was slow.

Pre-owned home inventory rose 12.6% when comparing homes in stock for the month in the two years. The average number of new homes at each sales location was 13.9 and the average number of pre-owned homes was 5.7.

It must be stated that there is a great variation in the number of homes in inventory from one dealership to another. Some dealers have a great number of homes at their sales locations while others carry only a few homes as models to show or custom order for their buyers.

Days in inventory was very similar for December of two years. Nationally, dealers reported 193 days of inventory on hand at the end of this January to 195 days at the end of January, 1979. For the Pacific region, though, the actual number of units in stock are lower this January than a year ago and days in inventory are up because the ratio of sales to inventory is lower.

Not enough dealers in the West Central region answered the question fully for both years, and, therefore, the figures given in days in inventory for this region are not reliable.

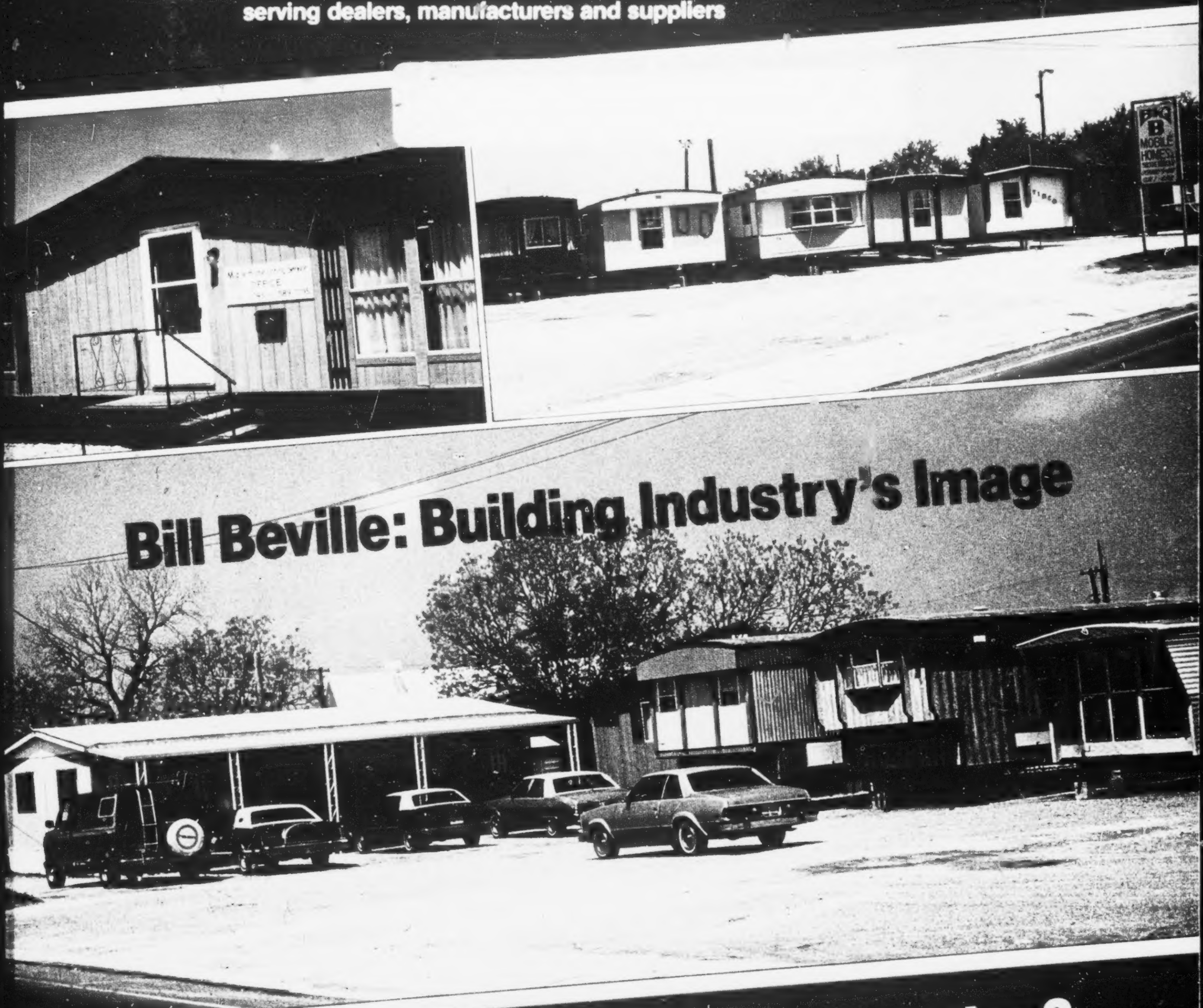
Though repossessions are up, 64% of the dealers responding to this question had no repos in either year.

In reference to good sales for the month, a South Carolina retailer commented, "Where else are there homes for sale at a price people can afford? Our market is demanding more and more multi-section homes." **MHD**

manufactured housing
dealer

MAY 1980

serving dealers, manufacturers and suppliers



Bill Beville: Building Industry's Image

Looking for a Summer Promotion?

Lender's View of the '80s

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manufactured housing dealer

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ON THE COVER: Scenes of the dealership, Big-B Homes, operated by Bill Beville in Ft. Worth and Cleburne, Texas, has the distinction of placing the first mobile home in a residential neighborhood within the city limits of Ft. Worth. Beville believes that within five years 50% of the houses he sells will be modular homes. While not involved in a subdivision at the present time, he does not rule out that possibility for a future date. Story begins on page 70.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN FEBRUARY, 1980

State	Single Section	Multi-Section	Feb. '80 Total	Revised Feb. '79 Total	Percent Comparison	Year to Date		Percent Comparison
						1980	1979	
Alabama	1,227	141	1,368	1,163	+ 17.63	2,702	2,219	+ 21.77
Alaska*								
Arizona	257	173	430	595	− 27.73	924	1,240	− 25.48
Arkansas	253	45	298	218	+ 36.70	572	441	+ 29.71
California	325	1,095	1,420	1,657	− 14.30	2,937	3,419	− 14.10
Colorado	122	87	209	267	− 21.72	446	534	− 16.48
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	772	1,146	1,918	1,847	+ 3.84	4,146	3,943	+ 5.15
Georgia	1,423	565	1,988	1,824	+ 8.99	4,089	3,807	+ 7.41
Idaho	283	171	454	494	− 8.10	908	1,157	− 21.52
Illinois*								
Indiana	1,638	155	1,793	1,691	+ 6.03	3,062	2,868	+ 6.76
Iowa*								
Kansas	512	39	551	732	− 24.73	1,093	1,375	− 20.51
Kentucky*								
Louisiana	236	26	262	279	− 6.09	545	554	− 1.62
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	2	11	13	100	− 87.00	20	167	− 88.02
Minnesota	161	27	188	232	− 18.97	360	421	− 14.49
Mississippi	268	42	310	329	− 5.78	543	659	− 19.12
Missouri	121	52	173	172	+ .58	296	308	− 3.90
Montana*								
Nebraska	243	57	300	266	+ 12.78	547	557	− 1.80
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	1,164	250	1,414	1,181	+ 19.73	2,804	2,617	+ 7.15
North Dakota*								
Ohio	194	27	221	240	− 7.92	358	338	+ 5.92
Oklahoma	90	8	98	73	+ 34.25	173	155	+ 11.61
Oregon	300	465	765	820	− 6.71	1,472	1,834	− 19.74
Pennsylvania	707	64	771	680	+ 13.38	1,358	1,303	+ 4.22
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*								
South Dakota*								
Tennessee	324	67	391	406	− 3.69	801	816	− 1.84
Texas	2,105	326	2,431	2,300	+ 5.70	4,878	4,814	+ 1.33
Utah*								
Vermont*								
Virginia	131	26	157	153	+ 2.61	346	353	− 1.98
Washington	48	129	177	210	− 15.71	308	444	− 30.63
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	290	10	300	346	− 13.29	489	639	− 23.47
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	396	50	446	463	− 3.67	780	912	− 14.47
Total	13,592	5,254	18,846	18,738	+ .58%	36,957	37,894	− 2.47%

*These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York and South Carolina are lumped into the category "states shown with (*)" due to present manufacturing conditions in those states.

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

February Production and Shipments

Manufacturers' shipments of manufactured housing to dealers in February totaled 18,846, up .58% from the 18,738 homes received by industry's retailers in February of last year. Cumulative shipments for the first two months of 1980 are down 2.47% from the same period of 1979. At this time, the finance interest rate continues to make its adverse effect felt on the industry's output.

SHIPMENT OF MOBILE HOMES IN FEBRUARY, 1980

State	Single Section	Multi-Section	Feb. '80 Total	Revised Feb. '79 Total	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	446	99	545	598	− 8.86	1,065	1,179	− 9.67
Alaska	0	0	0	3	−100.00	4	7	− 42.86
Arizona	347	220	567	815	− 30.43	1,190	1,702	− 30.08
Arkansas	150	21	171	135	+ 26.67	331	320	+ 3.44
California	266	928	1,194	1,309	− 8.79	2,475	2,685	− 7.82
Colorado	202	75	277	382	− 27.49	562	751	− 25.17
Connecticut	11	0	11	19	− 42.11	26	36	− 27.78
Delaware	91	9	100	74	+ 35.14	176	171	+ 2.92
Florida	1,192	1,280	2,472	2,280	+ 8.42	5,348	4,874	+ 9.73
Georgia	525	251	776	745	+ 4.16	1,549	1,558	− .58
Idaho	72	54	126	182	− 30.77	246	399	− 38.35
Illinois	228	39	267	237	+ 12.66	466	447	+ 4.25
Indiana	309	25	334	320	+ 4.38	563	534	+ 5.43
Iowa	118	15	133	119	+ 11.76	229	213	+ 7.51
Kansas	149	25	174	210	− 17.14	358	408	− 12.25
Kentucky	288	33	321	369	− 13.01	567	612	− 7.35
Louisiana	836	53	889	911	− 2.41	1,864	1,902	− 2.00
Maine	62	1	63	46	+ 36.96	122	124	− 1.61
Maryland	62	8	70	86	− 18.60	127	156	− 18.59
Massachusetts	36	2	38	32	+ 18.75	54	45	+ 20.00
Michigan	366	43	409	559	− 26.83	678	908	− 25.33
Minnesota	118	10	128	240	− 46.67	248	413	− 39.95
Mississippi	306	52	358	297	+ 20.54	670	599	+ 11.85
Missouri	210	42	252	311	− 18.97	446	579	− 22.97
Montana	88	19	107	137	− 21.90	227	309	− 26.54
Nebraska	81	17	98	111	− 11.71	154	204	− 24.51
Nevada	52	100	152	211	− 27.96	320	450	− 28.89
New Hampshire	47	2	49	29	+ 68.97	68	65	+ 4.62
New Jersey	37	4	41	70	− 41.43	76	138	− 44.93
New Mexico	169	53	222	329	− 32.52	413	682	− 39.44
New York	192	18	210	159	+ 32.08	331	280	+ 18.21
North Carolina	715	164	879	782	+ 12.40	1,798	1,810	− .66
North Dakota	80	11	91	52	+ 75.00	170	125	+ 36.00
Ohio	475	62	537	515	+ 4.27	860	833	+ 3.24
Oklahoma	418	51	469	423	+ 10.87	862	783	+ 10.09
Oregon	155	265	420	406	+ 3.45	853	961	− 11.24
Pennsylvania	385	38	423	394	+ 7.36	713	729	− 2.19
Rhode Island	1	1	2	3	− 33.33	5	7	− 28.57
South Carolina	373	113	486	501	− 2.99	999	1,067	− 6.37
South Dakota	45	8	53	60	− 11.67	86	105	− 18.10
Tennessee	257	45	302	357	− 15.41	595	690	− 13.77
Texas	1,797	309	2,106	1,945	+ 8.28	4,241	3,996	+ 6.13
Utah	67	41	108	103	+ 4.85	220	240	− 8.33
Vermont	31	1	32	26	+ 23.08	40	72	− 44.44
Virginia	239	36	275	272	+ 1.10	567	582	− 2.58
Washington	240	370	610	749	− 18.56	1,114	1,636	− 31.91
West Virginia	191	22	213	261	− 18.39	405	420	− 3.57
Wisconsin	146	10	156	172	− 9.30	231	309	− 25.24
Wyoming	99	25	124	157	− 21.02	255	298	− 14.43
DC & US Territory	0	0	0	0	—	0	0	—
Export	0	11	11	7	+ 57.14	11	19	− 42.11
Destination Pending	822	173	995	228	+336.40	1,979	462	+328.35
Total	13,592	5,254	18,846	18,738	+ .58%	36,957	37,894	− 2.47%

Mobile Home Placements, Average Sales Prices and Inventories

IN the Census Bureau's preliminary report for the final quarter of 1979, the nationwide average price of manufactured homes increased $1,200 from the previous quarter's average price of $17,700. The new $18,900 average price rose 13% for the year over the $16,700 average in the fourth quarter of the previous year.

The West Coast average price of $25,700 had the largest increase for the year, or $3,800 more than the $21,700 average price at the end of 1978.

The South region came in with the second best average price increase at 10.7% with a price of $16,400 compared to $14,400 in the last quarter of 1978. However, the North Central was close behind with 10.6% over the previous year, with an average price of $17,600 as compared with $15,900 in 1978.

The North East section showed a 9% gain in the average price in 1979 when comparing the sales price of $15,800 against $14,500 at the end of 1978.

All sections excepting the North East showed an increase in the average price over the previous quarter in 1979. In that region, the price went from $16,600 in the third quarter to $15,800 in the following quarter, a 2% drop.

Placements of manufactured housing in 1979 were the highest since 1974. Residential homes totaled 279,000 compared to the 332,000 in 1974. However, 1978 placements were equally as good as 1979 reaching the same total figure. Fourth quarter placements in '79 were behind '78 with 62,900 homes placed against 65,000 homes in 1978.

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NEW MOBILE HOMES PLACED FOR RESIDENTIAL USE
(Because of rounding, detail may not add to total. Percents computed from unrounded figures)

Period	Mobile Home Units					Percent distribution				
		Region					Region			
	United States	Northeast	North Central	South	West	United States	Northeast	North Central	South	West
ANNUAL DATA										
1974	332,000	23,300	67,500	170,800	70,400	100	7	20	51	21
1975	229,300	14,700	48,500	110,800	55,200	100	6	21	48	24
1976	249,600	16,800	51,500	114,800	66,500	100	7	21	46	27
1977	257,500	16,700	50,700	112,500	77,700	100	6	20	44	30
1978	279,900	17,400	49,500	135,300	77,700	100	6	18	48	28
1979[p]	279,900	16,900	47,300	145,200	70,500	100	6	17	52	25
QUARTERLY DATA										
1975: 1st quarter	46,800	2,100	6,600	26,200	11,800	100	5	14	56	25
2nd quarter	61,300	3,700	14,100	28,100	15,400	100	6	23	46	25
3rd quarter	67,100	5,100	17,000	31,000	14,000	100	8	25	46	21
4th quarter	54,100	3,900	10,900	25,400	13,900	100	7	20	47	26
1976: 1st quarter	49,100	2,100	8,600	26,600	11,900	100	4	17	54	24
2nd quarter	67,900	5,300	15,600	31,200	15,800	100	8	23	46	23
3rd quarter	73,800	5,600	16,600	31,900	19,700	100	8	23	43	27
4th quarter	58,800	3,800	10,600	25,200	19,100	100	7	18	43	33
1977: 1st quarter	50,900	1,800	6,900	24,700	17,500	100	4	14	49	34
2nd quarter	70,800	4,800	13,900	32,000	20,100	100	7	20	45	28
3rd quarter	75,600	5,900	18,600	30,200	21,000	100	8	25	40	28
4th quarter	60,300	4,200	11,300	25,600	19,200	100	7	19	43	32
1978: 1st quarter	52,800	2,300	6,200	27,100	17,200	100	4	12	51	33
2nd quarter	80,800	5,400	15,500	37,700	22,300	100	7	19	47	28
3rd quarter	81,400	5,700	16,400	38,800	20,600	100	7	20	48	25
4th quarter	65,000	4,100	11,500	31,700	17,600	100	6	18	49	27
1979: 1st quarter	51,800	2,200	5,400	29,900	14,300	100	4	10	58	28
2nd quarter	81,800	5,800	16,000	39,400	20,600	100	7	20	48	25
3rd quarter	83,400	5,300	16,200	42,300	19,700	100	6	19	51	24
4th quarter[p]	62,900	3,600	9,700	33,700	15,800	100	6	15	54	25
Standard Error Percents	7%	20%	12%	9%	15%					

[p] Preliminary.

NEW MOBILE HOMES ON DEALER LOTS AT END OF PERIOD

(Because of rounding, detail may not add to total. Percents computed from unrounded figures)

Period	Mobile Home Units					Percent distribution				
	United States	Region				United States	Region			
		North-east	North Central	South	West		North-east	North Central	South	West
ANNUAL DATA										
1974	86,700	7,400	17,600	44,800	16,900	100	9	20	52	19
1975	69,400	5,700	15,000	34,800	13,800	100	8	22	50	20
1976	69,400	5,800	15,000	33,500	15,100	100	8	22	48	22
1977	68,100	5,400	14,100	33,000	15,600	100	8	21	48	23
1978	67,500	4,700	13,800	33,700	15,200	100	7	20	50	23
1979	63,900	3,900	12,300	36,400	11,300	100	6	19	57	18
QUARTERLY DATA										
1976: 1st quarter	72,300	6,300	17,000	34,500	14,600	100	9	23	48	20
2nd quarter	71,000	6,200	16,900	33,900	13,900	100	9	24	48	20
3rd quarter	68,000	6,700	15,200	33,100	13,000	100	10	22	49	19
4th quarter	69,400	5,800	15,000	33,500	15,100	100	8	22	48	22
1977: 1st quarter	72,800	6,200	16,300	33,200	17,000	100	9	22	46	23
2nd quarter	73,400	7,100	16,200	32,800	17,400	100	10	22	45	24
3rd quarter	68,400	5,900	14,600	32,000	15,900	100	9	21	47	23
4th quarter	68,100	5,400	14,100	33,000	15,600	100	8	21	48	23
1978: 1st quarter	76,100	6,200	16,400	34,800	18,600	100	8	22	46	24
2nd quarter	72,400	5,900	15,600	33,600	17,300	100	8	21	46	24
3rd quarter	67,900	5,100	14,100	33,100	15,600	100	8	21	49	23
4th quarter	67,500	4,700	13,800	33,700	15,200	100	7	20	50	23
1979: 1st quarter	74,600	5,700	16,600	36,600	15,600	100	8	22	49	21
2nd quarter	70,600	5,900	14,800	36,300	13,700	100	8	21	51	19
3rd quarter	65,500	4,600	14,000	34,900	12,100	100	7	21	53	18
4th quarter[p]	63,900	3,900	12,300	36,400	11,300	100	6	19	57	18
Standard Error Percents	6%	20%	13%	8%	14%					

[p] Preliminary

MH PLACEMENTS

Continued from Page 40

Comparing the fourth quarters of '78 and '79, all sections of the country had fewer placements except the South which was 2,000 ahead of last year.

Dealer inventory at the end of the year is the lowest it's been since the Census Bureau began tabulating the information in 1974. This certainly can be attributed to the high interest rates on dealer inventory at their sales locations. As has been the general rule, the country's South section had the largest year end inventory at 36,400 homes.

However, all other sections had lower ending inventories in 1978. Nationwide, 1979's ending home inventory was placed at 63,900 while in 1978, the total came to 67,500, a drop of 5% in '79.

The data contained in this report is based on preliminary information furnished by the Census Bureau and may be subsequently revised at a future time. **MHD**

AVERAGE SALES PRICE OF NEW MHs PLACED FOR RESIDENTIAL USE

(In dollars. Includes estimates of sales price for units leased)

Period	United States	Region			
		North-east	North Central	South	West
ANNUAL DATA					
1974	$ 9,300	$ 9,400	$ 9,300	$ 8,300	$11,600
1975	10,600	10,500	10,700	9,000	13,600
1976	12,300	11,600	11,600	10,600	16,000
1977	14,200	12,900	13,500	12,100	18,100
1978	15,900	14,300	15,100	13,700	20,600
1979[p]	17,600	15,800	16,100	15,600	23,100
QUARTERLY DATA					
1975: 1st quarter	9,700	9,300	9,700	8,500	12,500
2nd quarter	10,400	10,400	10,300	8,900	13,100
3rd quarter	10,800	10,700	11,000	9,200	14,000
4th quarter	11,300	11,100	11,400	9,400	14,900
1976: 1st quarter	11,300	10,400	11,100	9,800	14,900
2nd quarter	11,800	11,300	11,200	10,300	15,600
3rd quarter	12,600	11,700	12,000	11,000	16,200
4th quarter	13,400	12,700	12,200	11,300	16,900
1977: 1st quarter	13,600	12,400	12,400	11,400	17,200
2nd quarter	13,800	12,100	13,200	11,800	17,900
3rd quarter	14,500	13,200	13,400	12,500	18,600
4th quarter	14,900	13,700	14,500	12,700	18,400
1978: 1st quarter	15,100	15,400	13,500	12,900	19,100
2nd quarter	15,400	13,600	14,600	13,400	19,800
3rd quarter	16,200	14,300	15,500	14,000	21,500
4th quarter	16,700	14,500	15,900	14,400	21,900
1979: 1st quarter	16,700	16,000	15,100	14,600	21,800
2nd quarter	17,000	15,000	15,300	15,400	22,000
3rd quarter	17,700	16,600	16,300	15,800	23,100
4th quarter[p]	18,900	15,800	17,600	16,400	25,700
Standard Error Percents	4%	11%	7%	6%	9%

[p] Preliminary.

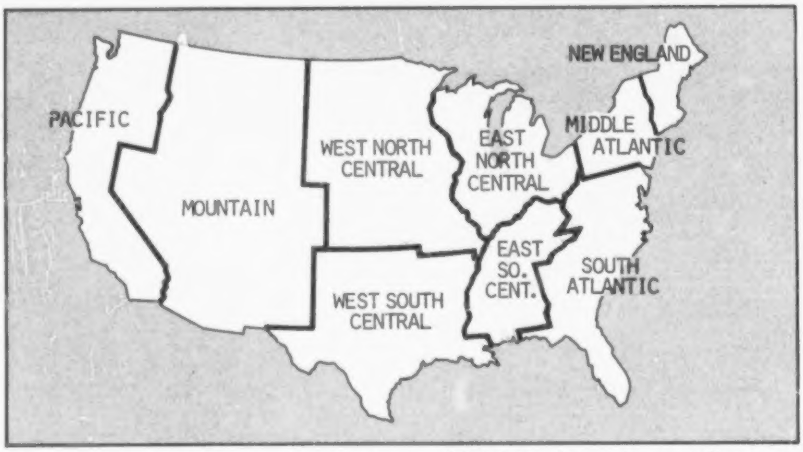
Retail Activity

SALES of new manufactured housing are creeping up as the national figure rose 8.3% in February, compared to January, 1980.

When comparing new home sales in February, 1980, to the same month a year ago, dealers report a smaller gain of 3.7% on a countrywide basis.

The Pacific area shows a sales decline in both of these categories. Twenty-five percent of all the new homes sold in February were multisection homes. The average number of new homes sold at each retail sales location totaled 2.8 homes.

The sales of pre-owned homes has also picked up for both the month compared to the previous month and versus the month in the previous year. Nationally, the increase in pre-owned home sales in February contrasted to January came to 16.6% and sales of these homes in February, 1980, compared to the month in 1979, climbed 38.8%.



Mid-Atlantic region retailers report a decline of pre-owned home sales in February compared to a month ago and also in February compared to the same month a year

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON FEB. '80 TO JAN. '80 (Percent change)	+7.9	+3.8	+6.3	+3.3	+15.1	NC	-	-20.0	+45.0	+8.3
NEW SALES COMPARISON FEBRUARY 1980 TO 1979 (Percent change)	+20.2	+4.2	+23.5	-7.0	+15.1	NC	-25.0	-41.5	-3.6	+3.7
PRE-OWNED SALES COMP FEB. '80 TO JAN. '80 (Percent change)	+3.4	+37.5	-26.9	+20.0	+39.5	-44.4	-25.0	+33.3	+140.0	+16.6
PRE-OWNED SALES COMP FEBRUARY 1980 TO 1979 (Percent change)	+46.3	-18.2	+45.5	+300.0	+27.7	-37.5	NC	-7.7	+114.3	+38.8
NEW INVENTORY COMPARISON FEBRUARY 1980 TO 1979 (Percent change)	-12.2	-11.7	-14.3	-12.8	+3.8	+17.1	-4.0	-11.5	-3.8	-6.9
PRE-OWNED INV. COMPARISON FEBRUARY 1980 TO 1979 (Percent change)	-5.9	+17.3	+4.1	+35.6	+8.0	+57.1	-25.0	-12.5	+17.2	+6.9
DAYS IN INVENTORY NEW HOMES - FEB. 1980 (Based on 29 days)	115	200	176	108	151	235	232	141	135	137*
DAYS IN INVENTORY NEW HOMES - FEB. 1979 (Based on 29 days)	156	258	314	115	139	200	181	86	162	147**

NC No change

* Days in inventory, Feb. 1980 - (169 locations)
** Days in inventory, Feb. 1979 - (157 locations)

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
	NEW HOMES SOLD IN FEBRUARY									
Under 6,000	14%	4%	-	-	-	-	-	-	-	1%
6,001 to 8,000	9%	-	6%	-	7%	-	-	4%	-	4%
8,001 to 10,000	10%	7%	6%	28%	33%	-	-	-	6%	17%
10,001 to 12,000	-	7%	6%	24%	10%	-	-	17%	3%	9%
12,001 to 14,000	10%	18%	3%	12%	13%	-	-	9%	-	9%
14,001 to 16,000	5%	14%	23%	12%	14%	6%	33%	21%	17%	15%
16,001 to 18,000	5%	14%	9%	12%	7%	13%	67%	-	7%	9%
18,001 to 20,000	-	14%	11%	6%	12%	25%	-	-	10%	10%
20,001 to 22,000	-	7%	3%	-	1%	13%	-	4%	7%	3%
22,001 to 24,000	33%	4%	3%	3%	3%	-	-	-	20%	7%
24,001 to 26,000	9%	-	6%	3%	-	13%	-	-	10%	4%
26,001 to 28,000	5%	-	6%	-	-	12%	-	8%	7%	3%
28,001 to 30,000	-	4%	-	-	-	6%	-	4%	7%	2%
30,001 to 32,000	-	-	3%	-	-	-	-	8%	-	2%
32,001 to 34,000	-	7%	3%	-	-	6%	-	-	-	1%
34,001 to 36,000	-	-	-	-	-	6%	-	4%	3%	1%
36,001 to 38,000	-	-	12%	-	-	-	-	4%	3%	2%
Over 38,000	-	-	-	-	-	-	-	17%	-	1%

* Less than 1%

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
	NEW HOMES IN INVENTORY END FEBRUARY									
Under 6,000	6%	*	1%	-	4%	-	-	-	-	2%
6,001 to 8,000	14%	1%	1%	4%	33%	1%	-	4%	4%	14%
8,001 to 10,000	8%	3%	10%	5%	23%	2%	-	1%	10%	12%
10,001 to 12,000	17%	7%	5%	16%	11%	5%	-	8%	7%	9%
12,001 to 14,000	11%	10%	9%	27%	16%	7%	4%	5%	9%	12%
14,001 to 16,000	3%	18%	12%	23%	4%	11%	18%	6%	9%	9%
16,001 to 18,000	8%	18%	16%	5%	4%	15%	18%	5%	5%	9%
18,001 to 20,000	-	18%	16%	7%	3%	21%	26%	7%	9%	10%
20,001 to 22,000	8%	7%	7%	4%	1%	12%	26%	7%	12%	6%
22,001 to 24,000	19%	3%	5%	3%	*	5%	4%	2%	1%	2%
24,001 to 26,000	-	2%	9%	2%	1%	5%	4%	8%	9%	4%
26,001 to 28,000	-	3%	4%	-	-	4%	-	8%	3%	2%
28,001 to 30,000	3%	5%	1%	-	*	5%	-	2%	5%	2%
30,001 to 32,000	-	2%	2%	2%	-	2%	-	4%	1%	1%
32,001 to 34,000	3%	2%	1%	-	-	1%	-	5%	2%	1%
34,001 to 36,000	-	1%	-	-	-	-	-	3%	5%	1%
36,001 to 38,000	-	*	-	-	-	2%	-	2%	3%	1%
Over 38,000	-	*	1%	2%	-	2%	-	23%	6%	3%

* Less than 1%

ago. The average number of second-owner homes sold at each dealership was 1.5.

Inventory of new homes declined in most areas with the national downturn at 6.9% in February, 1980 compared to February, 1979. The average number of new homes reported in inventory at each sales lot was 13.0.

Pre-owned home inventory was up a slight 6.9% with the average number of these homes being 5.2 at each dealer lot.

Days of inventory for new manufactured housing, as reported by 169 dealers, amounted to 137 at the present rate of sales based on 29 days. A year ago for the month of February, days of inventory, as reported by 157 dealers, was 147 days on hand.

Repossessions scored quite a jump to 109.5% in February of this year compared to last year. The rise in repos in January, 1980, was 26.3% compared to a year ago. Sixty-eight percent of the dealers who reported their repossessions for both years claim they had no repos in either year for the month of February.

A Nebraska retailer comments: "I say, it isn't possible to spec build modular homes and compete with stick-builders, they can do it cheaper." In answer to a comment made by a dealer in Maryland in a recent issue... (I have recently computerized to give me a daily operations accountability. I do my own programming and analysis to present daily cost effectiveness ratios)... "This sounds pretty impressive, but does this guy have any time left to make a sale? I once knew a fellow who liked to impress people with new methods. He's broke now. New methods are fine as long as the returns reflect the improvement."

MHD

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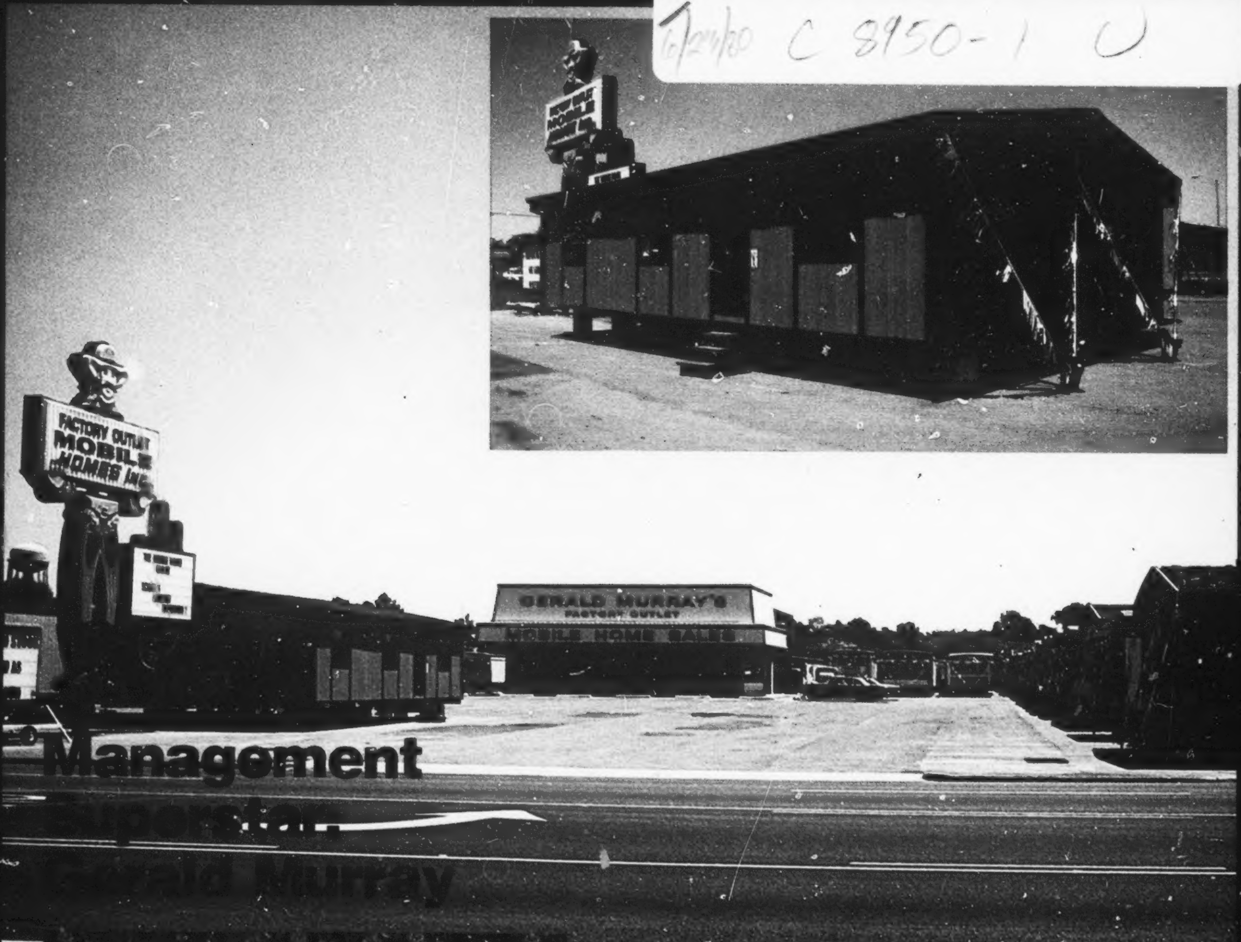
FACTORY OUTLET
MOBILE
HOMES INC.
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MOBILE HOME SALES

Management Superstar: Gerald Murray

Liabilities In Selling Manufactured Homes

MH Appraisals: Who Needs Them?

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MANUFACTURED HOUSING DEALER (USPS 356-360)

MANUFACTURED HOUSING DEALER is the first magazine in the mobile—modular housing field devoted wholly to the trade aspects of the industry and is circulated exclusively to mobile home, modular manufacturers, suppliers, dealers and associated groups. It was the first audited trade publication (Business Publications Audit) serving the mobile housing industry.

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WAREHOUSE DISTRIBUTORS ASSOCIATION
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BPA

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ON THE COVER: His dealership located in Muscle Shoals, Alabama, Gerald Murray believes in the power of positive attitude and encourages his staff to ignore pessimistic economic reports, which has worked for him. From $200,000 sales in 1972, he has witnessed his company's growth to more than $2.5 million today. The dealership's name of Factory Outlet implies that it carries a wide selection of homes which has been important to the firm's success. See page 64.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN MARCH, 1980

State	Single Section	Multi-Section	Mar. '80 Total	Revised Mar. '79 Total	Percent Comparison	Year to Date		Percent Comparison
						1980	1979	
Alabama	1,280	136	1,416	1,402	+ 1.00	4,118	3,626	+13.57
Alaska*								
Arizona	256	151	407	674	−39.61	1,331	1,914	−30.46
Arkansas	263	49	312	318	− 1.89	884	759	+16.47
California	272	1,067	1,339	1,831	−26.87	4,276	5,250	−18.55
Colorado	131	54	185	264	−29.92	631	798	−20.93
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	627	1,113	1,740	2,080	−16.35	5,886	6,023	− 2.27
Georgia	1,488	606	2,094	2,085	+ .43	6,183	5,891	+ 4.96
Idaho	240	203	443	771	−42.54	1,351	1,928	−29.93
Illinois*								
Indiana	1,757	173	1,930	2,402	−19.65	4,992	5,271	− 5.29
Iowa*								
Kansas	662	55	717	933	−23.15	1,810	2,308	−21.58
Kentucky*								
Louisiana	253	19	272	295	− 7.80	817	849	− 3.77
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan	24	4	28	95	−70.53	48	262	−81.68
Minnesota	129	40	169	314	−46.18	529	735	−28.03
Mississippi	231	42	273	409	−33.25	816	1,062	−23.16
Missouri	107	62	169	181	− 6.63	465	489	− 4.91
Montana*								
Nebraska	234	63	297	314	− 5.41	844	871	− 3.10
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	948	239	1,187	1,601	−25.86	3,991	4,217	− 5.36
North Dakota*								
Ohio	227	23	250	297	−15.82	608	635	− 4.25
Oklahoma	79	9	88	86	+ 2.33	261	241	+ 8.30
Oregon	339	457	796	1,126	−29.31	2,268	2,960	−23.38
Pennsylvania	896	96	992	1,101	− 9.90	2,350	2,405	− 2.29
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*								
South Dakota*								
Tennessee	317	95	412	605	−31.90	1,213	1,421	−14.64
Texas	2,008	373	2,381	2,689	−11.45	7,259	7,499	− 3.20
Utah*								
Vermont*								
Virginia	208	29	237	298	−20.47	583	651	−10.45
Washington	68	160	228	265	−13.96	536	709	−24.40
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	369	21	390	513	−23.98	879	1,152	−23.70
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	401	58	459	611	−24.88	1,239	1,523	−18.65
Canada	0	0	0	4	—	0	4	—
Total	13,814	5,397	19,211	23,564	−18.47%	56,168	61,453	− 8.60%

***These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York and South Carolina are lumped into the category "states shown with (*)" due to present manufacturing conditions in those states.**

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

March Production and Shipments

Manufactured housing shipments to the nation's retailers in the month of March skidded 18.47% as 19,211 homes were delivered compared to the 23,564 in March of 1979. Cumulative shipments for the first quarter of 1980 totaled 56,168 homes against the 61,453 delivered in the same quarter of the previous year, a decrease of 8.60%. The downturn in the finance interest rate, if continued, could offer the industry some relief in months to come.

SHIPMENT OF MOBILE HOMES IN MARCH, 1980

State	Single Section	Multi-Section	Mar. '80 Total	Revised Mar. '79 Total	Percent Comparison	Year to Date		Percent Comparison
						1980	1979	
Alabama	483	91	574	739	- 8.60	1,639	1,919	- 14.59
Alaska	1	0	1	15	- 93.33	5	22	- 77.27
Arizona	318	200	518	933	- 44.48	1,708	2,636	- 35.20
Arkansas	153	22	175	236	- 25.85	506	556	- 8.99
California	238	940	1,178	1,432	- 17.74	3,653	4,130	- 11.55
Colorado	197	54	251	423	- 40.66	813	1,175	- 30.81
Connecticut	26	1	27	29	- 6.90	53	65	- 18.46
Delaware	89	17	106	140	- 24.29	282	311	- 9.32
Florida	1,007	1,243	2,250	2,537	- 11.31	7,598	7,412	+ 2.51
Georgia	492	296	788	772	+ 2.07	2,337	2,330	+ .30
Idaho	74	63	137	293	- 53.24	383	705	- 45.67
Illinois	203	40	243	355	- 31.55	709	809	- 12.36
Indiana	387	41	428	532	- 19.55	991	1,070	- 7.38
Iowa	118	12	130	147	- 11.56	359	362	- .83
Kansas	153	25	178	290	- 38.62	536	702	- 23.65
Kentucky	301	46	347	549	- 36.79	914	1,164	- 21.48
Louisiana	973	54	1,027	920	+ 11.63	2,891	2,824	+ 2.37
Maine	71	0	71	92	- 22.83	193	217	- 11.06
Maryland	114	17	131	98	+ 33.67	258	255	+ 1.18
Massachusetts	42	4	46	67	- 31.34	100	112	- 10.71
Michigan	384	45	429	674	- 36.35	1,107	1,586	- 30.20
Minnesota	115	21	136	268	- 49.25	384	682	- 43.70
Mississippi	288	54	342	456	- 25.00	1,012	1,057	- 4.26
Missouri	200	57	257	406	- 36.70	703	989	- 28.92
Montana	85	40	125	221	- 43.44	352	536	- 34.33
Nebraska	71	10	81	109	- 25.69	235	315	- 25.40
Nevada	49	83	132	302	- 56.29	452	756	- 40.21
New Hampshire	68	3	71	74	- 4.05	139	139	same
New Jersey	52	12	64	74	- 13.51	140	213	- 34.27
New Mexico	157	57	214	344	- 37.79	627	1,022	- 38.65
New York	266	24	290	286	+ 1.40	621	574	+ 8.19
North Carolina	592	144	736	1,080	- 31.85	2,534	2,889	- 12.29
North Dakota	73	14	87	111	- 21.62	257	237	+ 8.44
Ohio	494	50	544	642	- 15.26	1,404	1,480	- 5.14
Oklahoma	448	61	509	553	- 7.96	1,371	1,338	+ 2.47
Oregon	121	283	404	537	- 24.77	1,257	1,511	- 16.81
Pennsylvania	435	38	473	684	- 30.85	1,186	1,428	- 16.95
Rhode Island	2	2	4	6	- 33.33	9	13	- 30.77
South Carolina	332	121	453	601	- 24.63	1,452	1,669	- 13.00
South Dakota	45	8	53	63	- 15.87	139	168	- 17.26
Tennessee	378	64	442	491	- 9.98	1,037	1,187	- 12.64
Texas	1,706	321	2,027	2,306	- 12.10	6,268	6,304	- .57
Utah	49	45	94	143	- 34.27	314	383	- 18.02
Vermont	28	0	28	39	- 28.21	68	111	- 38.74
Virginia	287	46	333	446	- 25.34	900	1,030	- 12.62
Washington	307	392	699	1,034	- 32.40	1,813	2,681	- 32.38
West Virginia	230	33	263	443	- 40.63	668	873	- 23.48
Wisconsin	170	7	177	278	- 36.33	408	588	- 30.61
Wyoming	124	28	152	155	- 1.94	407	455	- 10.55
DC & US Territory	0	2	2	0	—	2	0	—
Export	0	0	0	1	—	11	20	- 45.00
Destination Pending	818	166	984	138	+613.04	2,963	443	+568.85
Total	13,814	5,397	19,211	23,564	- 18.47%	56,168	61,453	- 8.60%

Retail Activity

DEALER sales figures show a gain in new manufactured housing sales for all regions in the country during March, 1980, over February, 1980. The largest gains are reported from cold climate areas where sales are normally low during the winter months.

Nationwide, the increase in March new home sales came to 49.3% compared to February. When comparing sales of new homes in March, 1980, to the same month a year ago, there was an increase of 1.4% countrywide.

The areas reporting the biggest gains this year over March of 1979 were the South Atlantic, West North Central and Mid-Atlantic states. In the East North Central, Pacific and Mountain states, where sales dropped this March compared to the same month of 1979, dealers stated the reason for the reduction in sales was because of the lack of financing, high interest rates, and for Michigan, in particular, unemployment on the rise.

Few dealers in the East South Central, a region showing a decline from a year ago, commented on business in their area. About half of all comments made by dealers were pessimistic about sales for the second quarter of 1980 or for the

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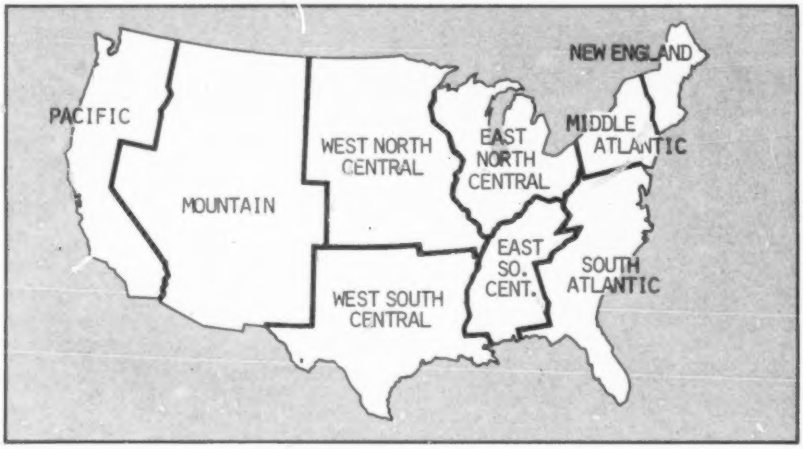


	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON MAR. '80 TO FEB. '80 (Percent change)	+41.9	+57.4	+163.2	+56.1	+31.4	+112.0	+33.3	+26.7	+11.1	+49.3
NEW SALES COMPARISON MARCH 1980 TO 1979 (Percent change)	+45.8	-32.1	+54.8	+3.9	-22.5	+18.4	+14.3	-25.5	-39.5	+1.4
PRE-OWNED SALES COMP. MAR. '80 TO FEB. '80 (Percent change)	+27.9	-15.4	+28.6	-20.0	-20.7	+82.6	-60.0	+63.6	NC	+7.5
PRE-OWNED SALES COMP. MARCH 1980 TO 1979 (Percent change)	-50.0	-14.3	+36.4	-9.1	-37.8	+9.4	-33.3	+20.0	-8.7	-23.1
NEW INVENTORY COMPARISON MARCH 1980 TO 1979 (Percent change)	+2.6	-19.0	-18.8	-10.6	-12.5	+11.8	-10.7	-19.2	-5.6	-8.1
PRE-OWNED INV. COMPARISON MARCH 1980 TO 1979 (Percent change)	+16.1	+1.2	-41.9	+15.3	+1.2	+47.4	-14.3	+5.7	-7.5	+9.1
DAYS IN INVENTORY NEW HOMES - MAR. 1980 (Based on 31 days)	94	166	73	55	120	91	97	110	113	93*
DAYS IN INVENTORY NEW HOMES - MAR. 1979 (Based on 31 days)	134	142	120	62	108	112	124	102	101	104**

NC No change

* Days in inventory, Mar. 1980 - (171 locations)
** Days in inventory, Mar. 1979 - (153 locations)

NEW HOMES IN INVENTORY END MARCH

RETAIL PRICE RANGES	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 6,000	-	*	-	-	3%	-	-	-	-	1%
6,001 to 8,000	9%	*	-	-	32%	2%	-	-	1%	11%
8,001 to 10,000	9%	3%	15%	10%	22%	4%	-	3%	7%	11%
10,001 to 12,000	13%	7%	13%	10%	12%	4%	-	4%	2%	9%
12,001 to 14,000	20%	13%	5%	15%	15%	7%	8%	4%	9%	12%
14,001 to 16,000	21%	15%	20%	17%	6%	23%	16%	10%	8%	13%
16,001 to 18,000	9%	23%	15%	22%	4%	17%	20%	11%	10%	12%
18,001 to 20,000	3%	15%	9%	13%	4%	16%	12%	7%	14%	9%
20,001 to 22,000	3%	10%	6%	9%	1%	8%	24%	4%	8%	6%
22,001 to 24,000	5%	4%	3%	1%	*	3%	8%	6%	7%	3%
24,001 to 26,000	2%	1%	9%	1%	1%	4%	8%	8%	7%	3%
26,001 to 28,000	2%	1%	2%	-	-	3%	4%	7%	4%	2%
28,001 to 30,000	1%	2%	-	-	*	1%	-	4%	3%	1%
30,001 to 32,000	1%	2%	2%	-	-	3%	-	4%	3%	2%
32,001 to 34,000	2%	1%	-	-	-	2%	-	7%	1%	1%
34,001 to 36,000	-	2%	-	1%	-	-	-	1%	3%	1%
36,001 to 38,000	-	*	-	-	-	1%	-	3%	3%	1%
Over 38,000	-	1%	1%	1%	-	2%	-	17%	6%	3%

* Less than 1%

NEW HOMES SOLD IN MARCH

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 6,000	-	-	-	-	2%	-	-	-	-	1%
6,001 to 8,000	3%	2%	18%	-	7%	5%	-	-	7%	6%
8,001 to 10,000	6%	5%	28%	12%	31%	4%	-	2%	5%	15%
10,001 to 12,000	-	8%	16%	31%	8%	4%	-	3%	3%	8%
12,001 to 14,000	13%	14%	2%	15%	13%	7%	13%	10%	5%	11%
14,001 to 16,000	13%	12%	4%	15%	14%	23%	50%	15%	10%	14%
16,001 to 18,000	13%	17%	12%	15%	6%	23%	37%	13%	7%	13%
18,001 to 20,000	19%	17%	8%	6%	6%	13%	-	3%	15%	10%
20,001 to 22,000	7%	14%	4%	-	5%	6%	-	-	5%	5%
22,001 to 24,000	10%	2%	-	3%	1%	2%	-	3%	3%	2%
24,001 to 26,000	7%	3%	4%	-	1%	5%	-	5%	10%	4%
26,001 to 28,000	3%	2%	-	3%	2%	2%	-	15%	15%	4%
28,001 to 30,000	3%	2%	2%	-	-	-	-	5%	5%	2%
30,001 to 32,000	3%	-	-	-	-	-	-	8%	-	1%
32,001 to 34,000	-	2%	-	-	-	2%	-	3%	-	1%
34,001 to 36,000	-	-	-	-	2%	-	-	-	7%	1%
36,001 to 38,000	-	-	2%	-	-	2%	-	-	3%	1%
Over 38,000	-	-	-	-	-	2%	-	15%	-	2%

* Less than 1%

RETAIL ACTIVITY

Continued from Page 42

year as a whole.

A Connecticut dealer reports that "business is great. We work hard on all our sales. There is no great depression, only what the newspapers make us think. There is financing, it is just harder to secure. Buyers are a little nervous and we follow up our leads three-fold."

Many cited the news media's negative economic reports as a reason that prospects are afraid to buy a manufactured home at this time. The average number of new manufactured homes sold at each retail location was 4.8.

Pre-owned home sales were up 7.5% in March over February, 1980, but down 23.1% in March, 1980, compared to the same month in 1979.

New home inventory in March was down 8.1% on a nationwide basis compared to March a year ago with an average of 13.7 homes in inventory at the end of the month for each sales lot.

When comparing pre-owned home inventory in March for the two years, these homes were up 9.1% this March, with the average number of pre-owned homes reported in inventory at each sales location 5.3.

There were sufficient new homes at each retail location for 93 days at the present rate of sales based on 31 days. For March, 1979, dealers reported their days on hand inventory at 104 days.

Repossessions were up 16.2% this March versus a year ago with 63% of the dealers reporting no repos in either year. **MHD**

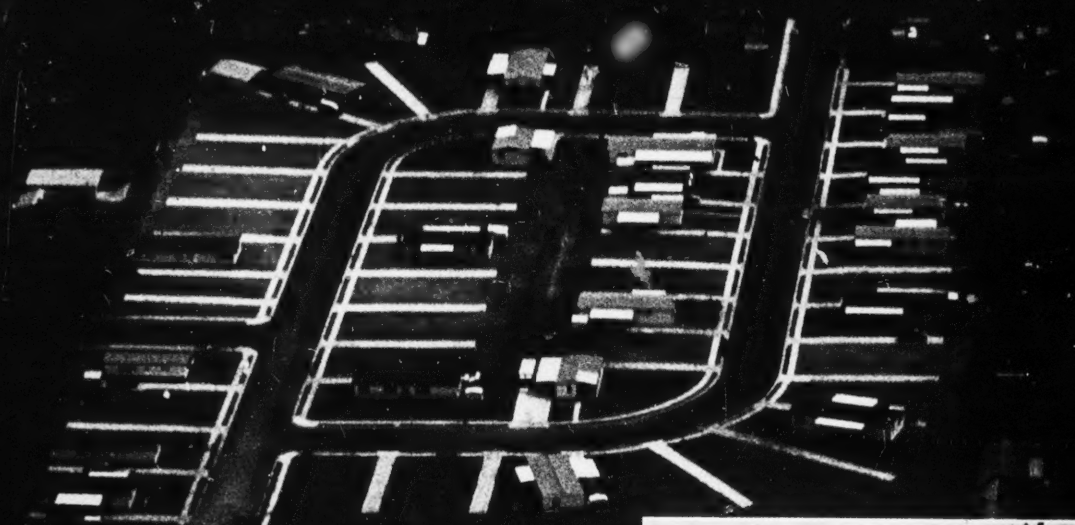
manufactured housing
dealer

JULY 1980

serving dealers, manufacturers and suppliers

Special Section:
South Bend Show

7/30/80 C8950-1 U



Creswood — A Manufactured Housing Subdivision

MHD Talks to Industry Leaders

manufactured housing dealer

A TRAILER LIFE PUBLICATION

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FOR LEISURE AND MOBILE PRODUCTS INC

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ON THE COVER: Dan Siegel and Bob Harrison, two enterprising retailers, joined forces in developing two MH subdivision projects in the Eugene, Oregon area, one of the developments within the city limits. Getting approval for the project was not without opposition from those home owners and realtors who wanted no part of the industry's product. However, a big assist in this venture was provided by the Oregon Manufactured Housing Dealers Association which made certain that manufactured homes was included in the housing plan of the state resulting in housing parity. Story begins on page 74.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN APRIL, 1980
Revised

	Single Section	Multi-Section	April '80 Total	April '79 Total	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	1,297	121	1,418	1,590	- 10.82	5,536	5,216	+ 6.13
Alaska*								
Arizona	182	130	312	609	- 48.77	1,643	2,523	- 34.88
Arkansas	218	42	260	304	- 14.47	1,144	1,063	+ 7.62
California	214	975	1,189	1,940	- 38.71	5,465	7,190	- 23.99
Colorado	121	70	191	225	- 15.11	822	1,023	- 19.65
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	627	1,035	1,662	1,982	- 16.15	7,548	8,005	- 5.71
Georgia	1,487	587	2,074	2,130	- 2.63	8,257	8,021	+ 2.94
Idaho	227	179	406	709	- 42.74	1,757	2,637	- 33.37
Illinois*								
Indiana	1,674	188	1,862	2,811	- 33.76	6,854	8,082	- 15.19
Iowa*								
Kansas	577	57	634	905	- 29.94	2,444	3,213	- 23.93
Kentucky*								
Louisiana	242	14	256	292	- 12.33	1,073	1,141	- 5.96
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan*								
Minnesota	133	28	161	310	- 48.06	690	1,045	- 33.97
Mississippi	203	42	245	422	- 41.94	1,061	1,484	- 28.50
Missouri	66	41	107	218	- 50.92	572	707	- 19.09
Montana*								
Nebraska	188	76	264	360	- 26.67	1,108	1,231	- 9.99
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	1,046	218	1,264	1,633	- 22.60	5,255	5,850	- 10.17
North Dakota	0	0	0	0	0	0	0	0
Ohio	215	23	238	372	- 36.02	846	1,007	- 15.99
Oklahoma	67	12	79	92	- 13.00	340	333	+ 2.10
Oregon	208	370	578	1,183	- 51.14	2,846	4,143	- 31.31
Pennsylvania	810	109	919	1,386	- 33.69	3,269	3,791	- 13.77
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*								
South Dakota*								
Tennessee	395	99	494	614	- 19.54	1,707	2,035	- 16.12
Texas	2,085	355	2,440	2,597	- 6.05	9,699	10,096	- 3.93
Utah*								
Vermont*								
Virginia	169	27	196	302	- 35.10	779	953	- 18.26
Washington	40	113	153	285	- 46.32	689	994	- 30.68
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	289	17	306	654	- 53.21	1,185	1,806	- 34.39
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with (*)	409	61	470	828	- 43.24	1,757	2,613	- 32.76
Total	13,189	4,989	18,178	24,756	- 26.57%	74,346	86,209	-13.76%

*These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York, Michigan and South Carolina are lumped into the category "states shown with (*) due to the present manufacturing conditions in those states.

Figures used are those compiled by the National Conferenceof States on Building Codes and Standards.

April Production and Shipments

Manufactured housing shipments to dealers in April plummeted 26.57% as 18,178 homes were delivered compared to the 24,756 that went to retailers in April of 1979. Cumulative shipments for the first four months of 1980 are at 74,346, down some 13.76% from the 56,209 homes for the same period in the previous year. These figures reflect the industry's condition before interest began their downward trend in late May.

SHIPMENT OF MOBILE HOMES IN APRIL, 1980
Revised

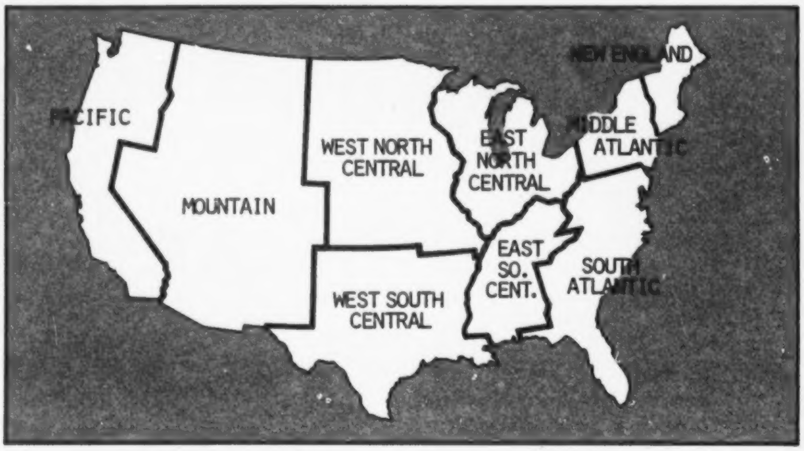
	Single Section	Multi-Section	April '80 Total	April '79 Total	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	434	76	510	736	- 30.71	2,149	2,655	- 19.06
Alaska	5	0	5	11	- 54.55	10	33	- 69.70
Arizona	209	173	382	787	- 51.46	2,090	3,423	- 38.94
Arkansas	133	27	160	250	- 36.00	666	806	- 17.37
California	182	869	1,051	1,520	- 30.86	4,704	5,650	- 16.74
Colorado	162	64	226	353	- 35.98	1,039	1,528	- 32.00
Connecticut	28	0	28	39	- 28.21	81	104	- 22.12
Delaware	80	12	92	139	- 33.81	374	450	- 16.89
Florida	915	1,159	2,074	2,399	- 13.55	9,672	9,811	- 1.42
Georgia	522	257	779	785	- 0.76	3,116	3,115	+ 0.03
Idaho	64	56	120	255	- 52.94	503	960	- 47.60
Illinois	222	31	253	393	- 35.62	962	1,202	- 19.97
Indiana	322	26	348	572	- 39.16	1,339	1,642	- 18.45
Iowa	86	10	96	200	- 52.00	455	562	- 19.04
Kansas	136	37	173	290	- 40.34	709	992	- 28.53
Kentucky	335	39	374	614	- 39.09	1,288	1,778	- 27.56
Louisiana	974	54	1,028	978	+ 5.11	3,919	3,802	+ 3.08
Maine	73	1	74	135	- 45.19	267	352	- 24.15
Maryland	83	9	92	119	- 22.69	350	374	- 6.42
Massachusetts	29	2	31	54	- 42.59	131	166	- 21.08
Michigan	315	37	352	851	- 58.64	1,459	2,437	- 40.13
Minnesota	111	21	132	332	- 60.24	516	1,014	- 49.11
Mississippi	295	64	359	444	- 19.14	1,371	1,501	- 8.66
Missouri	233	44	277	482	- 42.53	980	1,471	- 33.38
Montana	43	35	78	239	- 67.36	430	775	- 44.52
Nebraska	59	17	76	149	- 48.99	311	464	- 32.97
Nevada	34	55	89	370	- 75.95	541	1,126	- 51.95
New Hampshire	90	4	94	109	- 13.76	233	248	- 6.05
New Jersey	45	11	56	76	- 26.32	196	289	- 32.18
New Mexico	154	48	202	270	- 25.19	829	1,292	- 35.84
New York	225	50	275	447	- 38.48	896	1,021	- 12.24
North Carolina	718	147	865	1,116	- 22.49	3,399	4,005	- 15.13
North Dakota	65	11	76	117	- 35.04	333	354	- 5.93
Ohio	517	86	603	766	- 21.28	2,007	2,246	- 10.64
Oklahoma	415	51	466	620	- 24.84	1,837	1,958	- 6.18
Oregon	74	193	267	617	- 56.73	1,257	2,128	- 40.93
Pennsylvania	396	42	438	811	- 45.99	1,624	2,239	- 27.47
Rhode Island	4	0	4	10	- 60.00	13	23	- 43.48
South Carolina	370	120	490	623	- 21.35	1,942	2,292	- 15.27
South Dakota	52	10	62	96	- 35.42	201	264	- 23.86
Tennessee	359	47	406	559	- 27.37	1,443	1,746	- 17.35
Texas	1,692	325	2,017	2,190	- 7.90	8,285	8,494	- 2.46
Utah	58	38	96	124	- 22.58	410	507	- 19.13
Vermont	63	1	64	79	- 18.99	132	190	- 30.53
Virginia	225	47	272	548	- 50.36	1,172	1,578	- 25.73
Washington	212	344	556	1,022	- 45.60	2,369	3,703	- 36.02
West Virgina	275	48	323	442	- 26.92	991	1,315	- 24.64
Wisconsin	141	3	144	332	- 56.63	552	920	- 40.00
Wyoming	148	33	181	183	- 1.09	588	638	- 7.84
DC & US Territory	0	15	15	0	—	17	0	—
Export	0	0	0	2	—	11	22	- 50.00
Destination Pending	807	140	947	101	+ 837.62	3,910	544	+ 618.75
Total	13,189	4,989	18,178	24,756	- 26.57%	74,346	86,209	-13.76%

Retail Activity

ACCORDING to reporting dealers in the South Atlantic, East South Central, Mid-Atlantic and Mountain states, sales were on the upside in April, 1980 compared to the previous month. Nationally, sales increased 1.3% for this period.

All regions with the exception of the South Atlantic and West South Central states report a decline when comparing new home sales in April, 1980 versus the same month a year ago.

The downtrend for new home sales for the month of April, 1980 contrasted to 1979 was 17.0% countrywide. Of the new homes sold in April, 25% were multi-section homes with Pacific state dealers reporting 65% of their new home sales as multi-section homes. The average number of new homes sold per sales location was 4.4.



On a nationwide basis, the sales of pre-owned homes rose a slight 1.6% in April, 1980 compared to March, 1980. When comparing these sales for the month of April to a year ago, pre-owned home sales dropped 12.8%. The average number of pre-owned homes sold at each dealer lot was 1.6 homes.

Inventory of new homes was down 10.7% in April, 1980 compared to the same month in 1979 with the average number of homes

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON APR. '80 TO MAR. '80 (Percent change)	+31.3	-16.7	-27.9	-32.1	+16.3	+34.6	-66.7	-5.4	+31.3	+1.3
NEW SALES COMPARISON APRIL 1980 TO 1979 (Percent change)	+19.6	-56.1	-17.0	+5.6	-42.1	-13.9	-50.0	-35.8	-34.4	-17.0
PRE-OWNED SALES COMP. APR. '80 TO MAR. '80 (Percent change)	+5.5	NC	+7.4	-16.7	-8.9	-25.0	NC	+28.6	+37.5	+1.6
PRE-OWNED SALES COMP. APRIL 1980 TO 1979 (Percent change)	+24.2	-29.4	-19.4	-23.1	-46.8	-5.6	NC	-18.8	+83.3	-12.8
NEW INVENTORY COMPARISON APRIL 1980 TO 1979 (Percent change)	-0.3	-9.8	-11.7	+7.0	-23.0	-15.8	+4.8	-23.8	-16.9	-10.7
PRE-OWNED INV. COMPARISON APRIL 1980 TO 1979 (Percent change)	+22.3	-5.1	-4.3	-1.4	-57.8	+81.0	-66.7	-23.5	-6.8	-9.9
DAYS IN INVENTORY NEW HOMES - APR. 1980 (Based on 30 days)	66	194	195	88	104	80	-	132	99	92
DAYS IN INVENTORY NEW HOMES - APR. 1979 (Based on 30 days)	109	91	281	87	105	102	-	103	86	104

NC No change

(Figures shown for the New England states are not reliable as there were insufficient replies from dealers in this region.)

NEW HOMES IN INVENTORY END APRIL

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 8,000	11%	1%	-	1%	38%	2%	-	-	-	13%
8,001 to 10,000	9%	3%	22%	10%	22%	4%	-	3%	14%	13%
10,001 to 12,000	13%	7%	4%	12%	12%	2%	-	1%	-	7%
12,001 to 14,000	18%	15%	7%	18%	15%	9%	8%	2%	7%	11%
14,001 to 16,000	20%	17%	13%	18%	5%	11%	-	5%	7%	10%
16,001 to 18,000	10%	23%	13%	14%	4%	10%	15%	6%	7%	9%
18,001 to 20,000	3%	19%	8%	8%	2%	15%	8%	4%	10%	7%
20,001 to 22,000	3%	7%	11%	5%	2%	14%	54%	1%	14%	5%
22,001 to 24,000	7%	3%	8%	6%	*	11%	15%	9%	4%	5%
24,001 to 26,000	2%	1%	5%	6%	*	3%	-	7%	10%	3%
26,001 to 28,000	2%	1%	2%	-	*	1%	-	10%	6%	3%
28,001 to 30,000	1%	1%	1%	-	-	1%	-	7%	4%	2%
30,001 to 32,000	1%	-	2%	2%	-	6%	-	5%	-	2%
32,001 to 34,000	-	1%	2%	-	-	5%	-	7%	1%	2%
34,001 to 36,000	-	1%	-	-	-	1%	-	3%	4%	1%
36,001 to 38,000	-	-	-	-	-	-	-	5%	3%	1%
38,001 to 40,000	-	-	1%	-	-	1%	-	6%	8%	2%
40,001 to 42,000	-	-	1%	-	-	3%	-	3%	-	1%
42,001 to 44,000	-	-	-	-	-	1%	-	5%	-	1%
Over 44.000	-	-	-	-	-	-	-	11%	1%	2%

* Less than 1%

NEW HOMES SOLD IN APRIL

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 8,000	-	-	-	-	25%	7%	-	-	-	10%
8,001 to 10,000	8%	13%	18%	18%	26%	16%	-	1%	14%	17%
10,001 to 12,000	6%	5%	9%	6%	13%	14%	-	3%	-	9%
12,001 to 14,000	-	31%	11%	22%	9%	7%	-	3%	10%	9%
14,001 to 16,000	14%	13%	19%	15%	2%	7%	-	3%	5%	7%
16,001 to 18,000	19%	4%	9%	15%	8%	12%	-	4%	-	9%
18,001 to 20,000	8%	9%	15%	6%	10%	7%	-	4%	9%	9%
20,001 to 22,000	6%	9%	7%	6%	3%	2%	-	3%	9%	5%
22,001 to 24,000	6%	-	2%	9%	-	-	100%	-	5%	2%
24,001 to 26,000	3%	-	6%	-	2%	5%	-	3%	-	2%
26,001 to 28,000	14%	4%	-	-	1%	7%	-	3%	-	3%
28,001 to 30,000	8%	4%	2%	-	1%	2%	-	6%	14%	3%
30,001 to 32,000	5%	4%	2%	-	-	-	-	4%	-	2%
32,001 to 34,000	-	-	-	-	-	9%	-	3%	9%	2%
34,001 to 36,000	-	-	-	-	-	-	-	6%	5%	1%
36,001 to 38,000	-	4%	-	3%	-	5%	-	4%	-	1%
38,001 to 40,000	-	-	-	-	-	-	-	1%	5%	*
40,001 to 42,000	-	-	-	-	-	-	-	9%	5%	2%
42,001 to 44,000	-	-	-	-	-	-	-	6%	5%	1%
Over 44,000	3%	-	-	-	-	-	-	34%	5%	6%

in stock at each sales location totaling 13.8 homes. For pre-owned homes, inventory declined 9.9% this April with the average number of 4.7 at each dealer lot.

With the same number of dealers reporting for both years, days of inventory on hand at the end of April, 1980 was 92 based on 30 days and in April of the previous year, dealers indicate they had 104 days of inventory at the end of the month.

Repossessions were down for the first time in a number of months. Nationally, dealers report a 6.8% drop in repos compared to April a year ago. Sixty-five percent of the dealers reporting their repos in both years claim they had no repos in either year for the month.

Comments from Illinois dealers cite interest rates as being the greatest deterrent to sales. One states that even exceptionally qualified people are afraid to buy now and are waiting to see what happens.

Reports by New York dealers generally claim excellent traffic and good sales.

Pennsylvania retailers are reporting fair to slow business.

Many comments came in from California dealers with the majority using the words—slow, soft, off 50%, spotty, dead. **MHD**

We welcome dealers to join in reporting on this monthly survey of homes sold. Any dealership wishing to participate in the project can do so by writing Vi Black, Manufactured Housing Dealer, 6229 Northwest Highway, Chicago, Illinois 60631. Thank you.

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manufactured housing dealer

A TRAILER LIFE PUBLICATION

AUGUST 1980

dealers, manufacturers and suppliers

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How To Make Your Phone Work For You

September Shows:

MHI Suppliers, Dallas/Super South 4, New Orleans/
Sixth Freedom Living, Winston-Salem

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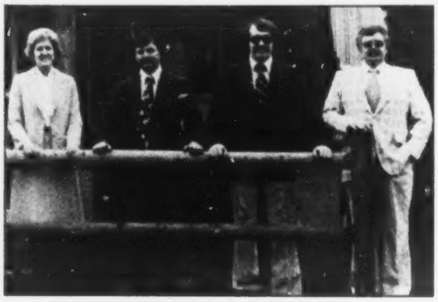

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ON THE COVER: *Two views of Tri-County Homes facility in the mountains of Western Pennsylvania, where six modular and 17 single section homes are on display every day . . . and where an annual promotion creates profit possibilities for throughout the year. See the Hardison Institute, page 60, for the full report on this manufactured housing superstar in Shippenville.*

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Retail Activity

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON MAY '80 TO APR. '80 (Percent change)	−60.1	+36.4	−12.5	−34.9	−22.5	+12.5	NC	−36.0	−40.0	−36.0
NEW SALES COMPARISON MAY 1980 TO 1979 (Percent change)	−50.4	−57.7	−57.3	−32.5	−29.9	−36.2	−76.9	−56.2	−53.8	−44.5
PRE-OWNED SALES COMP. MAY '80 TO APR. '80 (Percent change)	−14.3	−30.0	−12.5	−18.2	+34.9	−20.0	NC	−20.0	−63.6	−10.4
PRE-OWNED SALES COMP. MAY 1980 TO 1979 (Percent change)	− 5.7	−69.6	−41.5	−28.0	− 6.5	−32.0	−60.0	−29.4	−60.0	−26.4
NEW INVENTORY COMPARISON MAY 1980 TO 1979 (Percent change)	−10.4	+ 4.0	−33.0	+ 6.4	+0.6	−17.1	−11.1	−16.6	− 6.1	− 6.9
PRE-OWNED INV. COMPARISON MAY 1980 TO 1979 (Percent change)	+13.0	−14.6	−21.6	+10.3	−32.9	− 2.6	−15.6	+20.0	− 2.1	−10.8
DAYS IN INVENTORY NEW HOMES—MAY 1980 (Based on 31 days)	179	190	222	118	133	86	248	156	240	148
DAYS IN INVENTORY NEW HOMES—MAY 1979 (Based on 31 days)	99	69	84	56	94	71	64	77	118	87

NC No change

Insufficient replies from dealers in New England

NEW ENGLAND
PACIFIC
MOUNTAIN
WEST NORTH CENTRAL
EAST NORTH CENTRAL
MIDDLE ATLANTIC
EAST SO. CENT.
SOUTH ATLANTIC
WEST SOUTH CENTRAL

Sales of new manufactured housing were down in all regions with the exception of the East North Central and Mid-Atlantic states in May compared to April, 1980. For the nation, the decline was 36.0%. Sales figures in May of this year versus the month in 1979 dropped 44.5% with all regions reporting a decline in the sale of new homes. Regions selling the largest volume of multi-section homes were the South Atlantic, East South Central and Pacific. Pre-owned home sales were down 10.4% in May contrasted to April and down 26.4% in May, 1980 compared to May, 1979. The average number of new homes sold per sales location in May was three homes, and for pre-owned homes, 1.4.

	NEW HOMES IN INVENTORY END MAY									
RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 8,000	14%	—	—	—	33%	2%	—	--	1%	13%
8,001 to 10,000	9%	8%	14%	5%	21%	2%	4%	—	11%	12%
10,001 to 12,000	12%	9%	7%	9%	14%	3%	4%	2%	1%	9%
12,001 to 14,000	15%	16%	12%	14%	13%	11%	8%	3%	10%	12%
14,001 to 16,000	16%	20%	13%	24%	6%	14%	4%	4%	10%	11%
16,001 to 18,000	15%	24%	15%	21%	5%	7%	25%	6%	4%	10%
18,001 to 20,000	3%	13%	13%	13%	3%	15%	9%	5%	24%	9%
20,001 to 22,000	5%	3%	6%	3%	3%	17%	33%	5%	9%	6%
22,001 to 24,000	5%	4%	7%	5%	1%	7%	9%	8%	7%	4%
24,001 to 26,000	3%	1%	5%	1%	1%	3%	—	12%	1%	3%
26,001 to 28,000	1%	1%	2%	1%	*	4%	4%	5%	3%	2%
28,001 to 30,000	1%	—	2%	1%	—	4%	—	5%	7%	2%
30,001 to 32,000	1%	—	2%	—	*	2%	—	5%	3%	1%
32,001 to 34,000	—	—	—	3%	—	4%	—	6%	—	1%
34,001 to 36,000	—	1%	—	—	—	1%	—	3%	4%	1%
36,001 to 38,000	—	—	—	—	—	—	—	4%	—	*
38,001 to 40,000	—	—	1%	—	*	—	—	4%	2%	1%
40,001 to 42,000	—	—	1%	—	—	2%	—	2%	3%	1%
42,001 to 44,000	—	—	—	—	—	2%	—	5%	—	*
Over 44,000	—	—	—	—	—	—	—	16%	—	2%

* Less than 1%

Insufficient replies from dealers in New England

Retail Activity continued

BEST AVAILABLE COPY

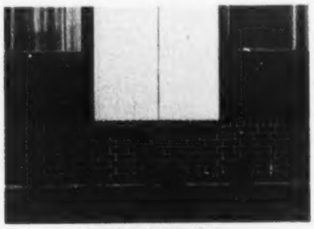
RETAIL PRICE RANGE	NEW HOMES SOLD IN MAY									
	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under 8,000	10%	—	2%	—	4%	2%	—	—	8%	3%
8,001 to 10,000	7%	4%	16%	12%	36%	6%	—	—	14%	18%
10,001 to 12,000	10%	15%	7%	3%	8%	6%	—	—	15%	7%
12,001 to 14,000	13%	19%	22%	12%	13%	4%	—	—	8%	12%
14,001 to 16,000	4%	16%	13%	20%	16%	11%	33%	4%	8%	14%
16,001 to 18,000	13%	15%	11%	10%	4%	9%	67%	7%	—	9%
18,001 to 20,000	7%	8%	7%	13%	7%	15%	—	—	23%	9%
20,001 to 22,000	10%	19%	5%	13%	3%	13%	—	—	—	8%
22,001 to 24,000	3%	4%	—	17%	2%	2%	—	4%	—	4%
24,001 to 26,000	3%	—	—	—	1%	7%	—	4%	8%	2%
26,001 to 28,000	7%	—	7%	—	3%	7%	—	—	8%	3%
28,001 to 30,000	3%	—	4%	—	2%	6%	—	11%	3%	3%
30,001 to 32,000	3%	—	2%	—	—	6%	—	—	—	1%
32,001 to 34,000	7%	—	—	—	1%	2%	—	4%	—	1%
34,001 to 36,000	—	—	—	—	—	2%	—	—	—	*
36,001 to 38,000	—	—	2%	—	—	2%	—	—	—	1%
38,001 to 40,000	—	—	2%	—	—	—	—	8%	—	1%
40,001 to 42,000	—	—	—	—	—	—	—	4%	—	*
42,001 to 44,000	—	—	—	—	—	—	—	8%	—	1%
Over 44,000	—	—	—	—	—	—	—	46%	—	3%

* Less than 1%

Most areas report a reduction in inventory of new homes in May, 1980 versus May, 1979. Inventory of new homes fell 6.9% during this period. Pre-owned home inventory declined 10.8% in May, 1980 compared to a year ago. The average number of new homes on hand at each sales location was 14 and for pre-owned homes, 4.8 at the end of May, 1980.

A total of 168 dealers reported their sales and inventory for May, 1980. On a nationwide basis these dealers had 147 days of inventory on hand at the end of May. There were 153 dealers who reported these figures for both 1980 and 1979 resulting in sufficient inventory at the end of May for 148 days in 1980 and 87 days in 1979. Though dealers report inventory down 6.9% during this month compared to a year ago, sales declined to the extent that days-on-hand are above figures a year ago at the present rate of sales.

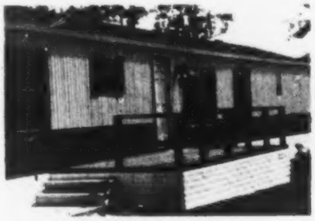
Repossessions in May were up a slight 4.5% compared to a year ago. Sixty percent of the dealers reporting their repos for both years report no repos in either year. **mhd**


BRICK DESIGN

There really is only one choice

SIM ROCK®

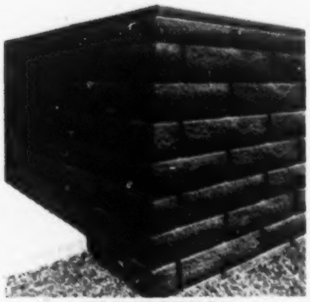
Insulated Skirting


STONE DESIGN

It is a Simple Fact!
Sim Rock Insulated Skirting has the
TWO MOST IMPORTANT qualities demanded by the home owner!

Fuel Savings - Sim Rock has an R Factor of 6 + with savings of up to 30% (estimated) on heating bills and reduction in A/C costs. This translates into **$ $ $ Savings** for the home owner.

Foundation Appearance - Sim Rock's patented design, featuring interlocking panels, offers the home owner a brick or stone appearance, available in many different colors.


STONE DESIGN

OTHER SIM ROCK FEATURES:
- High R Factor results in less freeze ups and warmer floors
- Ease of installation
- Durability
- Water Repellent
- Easily Repaired

SIM ROCK.

U.S. Patent # 4,001,361
Canadian Patent # 1,043,063
1334 Rimrock Dr.
San Jose, California 95120

FOR INFORMATION	
Northeast: CT, DE, IN, KY, MD, ME, MI, NC, NH, NJ, NY, OH, PA, RI, TN, VA, VT, WV	PMB Const. Co., Ocean, N.J. 201-531-4156
Southeast: AL, GA, FL, MS, SC	Sim Rock of Fla., Tampa, Florida 813-626-9507
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Northwest: WEST MT, ID, EAST WA.	Inland Home Improvement Center Spokane, Wash. 509-926-1095

Sim-Rock, Circle 143 on Reader Service Card

Marlette Homes, Circle 131 on Reader Service Card

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN MAY 1980
Revised

State	Single Section	Multi Section	Total May '80	Total May '79	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	811	81	892	1,921	-53.57	6,428	7,137	- 9.93
Alaska*								
Arizona	167	119	286	624	-54.17	1,929	3,147	-38.70
Arkansas	201	25	226	353	-35.98	1,370	1,416	- 3.25
California	164	886	1,050	2,109	-50.21	6,515	9,299	-29.94
Colorado	142	33	175	261	-32.95	997	1,284	-22.35
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	563	827	1,390	2,048	-32.13	8,938	10,053	-11.09
Georgia	1,274	475	1,749	2,364	-26.02	10,006	10,385	-3.65
Idaho	247	149	396	813	-51.29	2,153	3,450	-37.59
Illinois*								
Indiana	1,338	162	1,500	3,221	-53.43	8,354	11,303	-26.09
Iowa*								
Kansas	495	37	532	1,057	-49.67	2,976	4,270	-30.30
Kentucky*								
Louisiana	226	12	238	332	-28.31	1,311	1,473	-11.00
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan*								
Minnesota	152	20	172	419	-58.95	862	1,464	-41.12
Mississippi	170	28	198	458	-56.77	1,259	1,942	-35.17
Missouri	106	31	137	213	-35.68	709	920	-22.93
Montana*								
Nebraska	173	42	215	370	-41.89	1,323	1,601	-17.36
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	932	161	1,093	1,948	-43.89	6,348	7,798	-18.59
North Dakota	0	0	0	0	0	0	0	0
Ohio	219	19	238	448	-46.88	1,084	1,455	-25.50
Oklahoma	84	4	88	92	- 4.35	428	425	- 0.71
Oregon	203	344	547	1,340	-59.18	3,393	5,483	-38.12
Pennsylvania	704	71	775	1,502	-48.40	4,044	5,293	-23.60
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*								
South Dakota*								
Tennessee	250	61	311	692	-55.06	2,018	2,727	-26.00
Texas	1,874	316	2,190	2,883	-24.04	11,889	12,979	- 8.40
Utah*								
Vermont*								
Virginia	135	19	154	311	-50.48	933	1,264	-26.19
Washington	42	82	124	321	-61.37	813	1,315	-38.17
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	359	12	371	621	-40.26	1,556	2,427	-35.89
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with *	366	32	398	842	-52.73	2,155	3,618	-40.44
Canada	0	0	0	11	—	0	18	—
Totals	11,397	4,048	15,445	27,737	-44.32	89,791	113,946	-21.20

*These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York, Michigan and South Carolina are lumped into the category "states shown with (*) due to the present manufacturing conditions in those states.

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

May

Production And Shipments

Manufactured housing shipments decreased again in May, to a point 44.32% below that of a year ago. Year to date, 89,791 manufactured units have been shipped, which is 21.20% below the same date last year. MHD regrets an error in the figures reported on this page last month for April, with respect to Oregon. Shipments in Oregon, year to date, as of April, actually numbered 1,524; we showed them as 1,257. The misquote on those figures then gave a percent comparison to the previous year in April of −40.93; that percent comparison should have been only −28.38. All other reported figures state by state in April were correct and our May percentages are corrected with respect to Oregon to reflect all percentages correctly.

SHIPMENT OF MOBILE HOMES IN MAY 1980

Revised

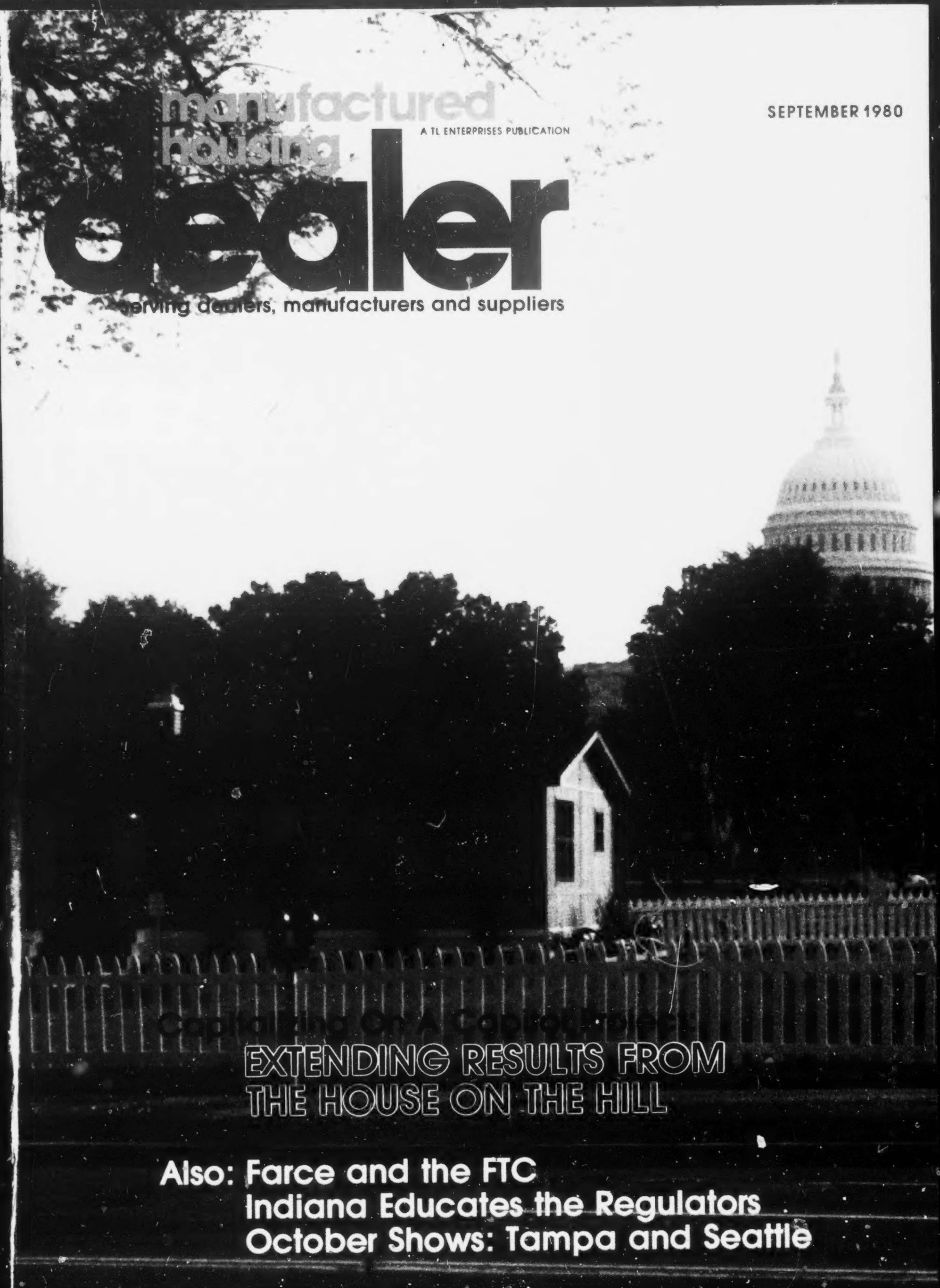
State	Single Section	Multi Section	Total May '80	Revised Total May '79	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	241	50	291	829	−64.90	2,440	3,484	−29.97
Alaska	7	2	9	33	−72.73	19	66	−71.21
Arizona	197	145	342	824	−58.50	2,432	4,247	−42.74
Arkansas	118	24	142	272	−47.79	808	1,078	−25.05
California	138	810	948	1,731	−45.23	5,652	7,381	−23.43
Colorado	151	25	176	394	−55.33	1,215	1,922	−36.78
Connecticut	22	3	25	35	−28.57	106	139	−23.74
Delaware	66	3	69	182	−62.09	443	632	−29.91
Florida	806	947	1,753	2444	−28.27	11,425	12,255	− 6.77
Georgia	391	180	571	1,017	−43.85	3,687	4,132	−10.77
Idaho	82	43	125	321	−61.06	628	1,281	−50.98
Illinois	165	33	198	469	−57.78	1,160	1,671	−30.58
Indiana	292	40	332	697	−52.37	1,671	2,339	−28.56
Iowa	82	4	86	190	−54.74	541	752	−28.06
Kansas	141	33	174	293	−40.61	883	1,285	−31.28
Kentucky	194	25	219	724	−69.75	1,507	2,502	−39.77
Louisiana	826	37	863	987	−12.56	4,782	4,789	− 0.15
Maine	58	0	58	173	−66.47	325	525	−38.10
Maryland	64	14	78	124	−37.10	428	498	−14.06
Massachusetts	33	8	41	79	−48.10	172	245	−29.80
Michigan	270	31	301	878	−65.72	1,760	3,315	−46.91
Minnesota	128	16	144	359	−59.89	660	1,373	−51.93
Mississippi	185	28	213	527	−59.58	1,584	2,028	−21.89
Missouri	233	29	262	470	−44.26	1,242	1,941	−36.01
Montana	87	12	99	221	−55.20	529	996	−46.89
Nebraska	40	15	55	133	−58.65	366	597	−38.69
Nevada	45	52	97	267	−63.67	638	1,393	−54.20
New Hampshire	57	1	58	93	−37.63	291	341	−14.66
New Jersey	44	10	54	81	−33.33	250	370	−32.43
New Mexico	155	30	185	383	−51.70	1,014	1,675	−39.46
New York	208	22	230	496	−53.63	1,126	1,517	−25.77
North Carolina	695	116	811	1,412	−42.56	4,210	5,417	−22.28
North Dakota	98	11	109	126	−13.49	442	480	− 7.92
Ohio	487	63	550	935	−41.18	2,557	3,181	−19.62
Oklahoma	357	41	398	619	−35.70	2,235	2,577	−13.27
Oregon	89	180	269	664	−59.49	1,793	2,792	−35.78
Pennsylvania	402	28	430	904	−52.43	2,054	3,143	−34.65
Rhode Island	4	1	5	12	−58.33	18	35	−48.57
South Carolina	328	88	416	745	−44.16	2,358	3,037	−22.36
South Dakota	34	6	40	124	−67.74	241	388	−37.89
Tennessee	148	36	184	536	−65.67	1,627	2,282	−28.70
Texas	1,647	298	1,945	2,834	−31.37	10,230	11,328	−9.69
Utah	44	10	54	182	−70.33	464	689	−32.66
Vermont	33	0	33	55	−40.00	165	245	−32.65
Virginia	186	34	220	547	−59.78	1,392	2,125	−34.49
Washington	170	284	454	1,164	−61.00	2,823	4,867	−42.00
West Virginia	176	30	206	511	−59.69	1,197	1,826	−34.45
Wisconsin	201	7	208	344	−39.53	760	1,264	−39.87
Wyoming	148	21	169	191	−11.52	757	829	− 8.69
DC & US Territory	0	7	7	0	—	24	0	—
Export	0	0	0	4	—	11	26	−57.69
Destination Pending	624	115	739	102	+624.51	4,649	646	+619.66
Total	11,397	4,048	15,445	27,737	−44.32	89,791	113,946	−21.20

manufactured housing dealer

A TL ENTERPRISES PUBLICATION

SEPTEMBER 1980

serving dealers, manufacturers and suppliers



Capitalizing On A Capitol Project:

EXTENDING RESULTS FROM THE HOUSE ON THE HILL

Also: Farce and the FTC
Indiana Educates the Regulators
October Shows: Tampa and Seattle

manufactured housing dealer
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ON THE COVER: *What surprised Washingtonians saw on the way to work one morning last fall – a manufactured housing development sprung to life overnight on the Mall, in the shadow of the Capitol. For the full story of The House On The Hill – how it came into being, what it has done for the industry, and how its effects are now being extended to other capital cities – begin reading on page 16.*

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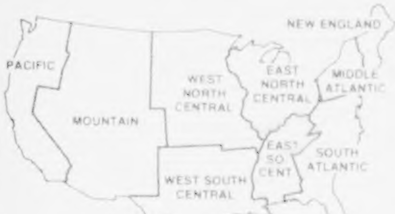
Retail Activity

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON JUNE '80 TO MAY '80 (Percent change)	+11.0	+24.4	−4.3	+6.8	−15.0	−6.3	+66.7	+18.2	+47.1	+5
NEW SALES COMPARISON JUNE 1980 TO 1979 (Percent Change)	−17.6	−35.4	−32.3	−31.9	−32.9	−38.8	+11.1	−39.5	−40.5	−30
PRE-OWNED SALES COMP. JUNE '80 TO MAY '80 (Percent Change)	−8.9	−11.4	−6.3	−21.2	−24.1	+21.4	−50.0	+100.0	−8.3	−7
PRE-OWNED SALES COMP. JUNE 1980 TO 1979 (Percent Change)	−11.1	−16.7	−46.4	−12.1	−29.3	−19.0	−85.7	+29.4	−67.6	−24
NEW INVENTORY COMPARISON JUNE 1980 TO 1979 (Percent Change)	−1.8	−17.2	−20.7	−4.1	+5.2	−19.5	−30.8	−0.6	−13.7	−5
PRE-OWNED INV. COMPARISON JUNE 1980 TO 1979 (Percent Change)	−1.7	−18.6	+15.7	−11.0	−12.7	+11.1	−60.0	−28.6	+14.0	−4
DAYS IN INVENTORY NEW HOMES — JUNE 1980 (Based on 30 days)	128	115	117	110	151	124	116	108	128	12
DAYS IN INVENTORY NEW HOMES — JUNE 1979 (Based on 30 days)	107	89	100	73	98	105	167	69	89	9



Sales of new homes, June, 1980, compared to May, 1980, were slightly up at 5.5% nationwide. Areas showing slight declines in sales for this period are the West North Central, East South Central and Mid-Atlantic states. When comparing new manufactured home sales in June, 1980 to the same month in 1979, sales were off 30.0%. Dealers in the South Atlantic and Pacific states report the largest number of multi-section home sales. The average number of homes sold at each sales location was 3.4, with 199 sales locations reporting. Sales comparison (1980-1979) in January, February and March were on the rise; they fell starting with the April figures. Going back to 1979 as against 1978, the first five months were the months of increased sales and June and July were down months, picking up again in August.

Pre-owned home sales were slightly down (7.8%) in June, 1980, compared to May and down 24.6% for the month versus a year ago. The average number of pre-owned homes sold at each dealer lot was 1.4.

Inventory of new manufactured homes declined 5.5% in June, 1980, contrasted to the same month in 1979. All regions show reduced inventories, with the exception of the East-South Central states. The average number of new homes per sales location was 13.8 with 182 dealers reporting 2,516 homes in inventory. Pre-owned home inventory for this period declined 4.3% with 4.8 homes being the average at each retailer's sales lot. Some dealers do not handle pre-owned homes.

Inventory on hand, nationwide, was sufficient for 125 days in June, 1980, compared to 92 days a year ago. Though inventory declined for the month, sales declined to the extent that days-on-hand figures are higher this year. There were 182 sales locations reporting their sales and inventory for both these periods.

Repossessions were up 23.3% this June as opposed to June, 1979. Sixty-one percent of the reporting dealers indicated they had no repos in either year.

The most optimistic comments, by region, are from the South Atlantic and Mid-Atlantic states. About 50% of the dealers in the remaining regions comment on traffic starting to increase in varying degrees. A large number of dealers throughout the country mention that prospects are still waiting for interest rates to come down further, with some stating they feel there will be stabilization after the presidential election.

NEW HOMES SOLD IN JUNE

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under $8,000	1%	-	3%	1%	6%	3%	-	-	-	2%
8,001 to 10,000	3%	2%	23%	7%	28%	3%	-	-	11%	10%
10,001 to 12,000	8%	7%	11%	7%	18%	7%	10%	2%	4%	9%
12,001 to 14,000	11%	15%	6%	23%	16%	3%	-	2%	4%	12%
14,001 to 16,000	19%	24%	20%	17%	13%	7%	-	11%	14%	16%
16,001 to 18,000	18%	9%	14%	12%	8%	16%	10%	2%	11%	11%
18,001 to 20,000	16%	14%	11%	14%	3%	26%	30%	-	11%	11%
20,001 to 22,000	3%	8%	3%	6%	6%	3%	10%	-	7%	5%
22,001 to 24,000	5%	2%	[illegible]	8%	2%	-	10%	6%	18%	5%
24,001 to 26,000	7%	3%	3%	2%	-	10%	-	9%	11%	4%
26,001 to 28,000	2%	5%	-	-	-	3%	10%	2%	3%	2%
28,001 to 30,000	3%	2%	-	-	-	3%	20%	2%	-	2%
30,001 to 32,000	1%	3%	3%	-	-	7%	-	2%	-	2%
32,001 to 34,000	1%	-	-	2%	-	3%	-	4%	3%	2%
34,001 to 36,000	1%	2%	-	-	-	3%	-	4%	-	1%
36,001 to 38,000	1%	-	-	1%	-	-	-	4%	-	1%
38,001 to 40,000	-	2%	-	-	-	3%	-	7%	3%	1%
40,001 to 42,000	-	-	-	-	-	-	-	2%	-	*
42,001 to 44,000	-	2%	-	-	-	-	-	11%	-	1%
Over $44,000	-	-	-	-	-	-	-	30%	-	3%

NEW HOMES IN INVENTORY END JUNE

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under $8,000	4%	-	-	1%	33%	1%	-	-	1%	11%
8,001 to 10,000	8%	6%	13%	6%	22%	2%	3%	1%	8%	11%
10,001 to 12,000	13%	7%	4%	11%	12%	8%	3%	1%	5%	9%
12,001 to 14,000	10%	15%	9%	12%	14%	7%	6%	3%	6%	10%
14,001 to 16,000	12%	15%	16%	20%	7%	9%	6%	5%	17%	12%
16,001 to 18,000	19%	18%	18%	17%	4%	7%	17%	4%	13%	11%
18,001 to 20,000	13%	13%	8%	15%	3%	15%	6%	5%	6%	9%
20,001 to 22,000	6%	7%	8%	9%	3%	14%	26%	3%	8%	6%
22,001 to 24,000	3%	5%	8%	5%	1%	13%	18%	8%	6%	5%
24,001 to 26,000	3%	2%	6%	3%	1%	3%	9%	6%	6%	3%
26,001 to 28,000	2%	2%	1%	-	*	2%	3%	8%	6%	2%
28,001 to 30,000	2%	1%	3%	-	-	4%	3%	6%	4%	2%
30,001 to 32,000	2%	1%	1%	*	*	3%	-	4%	1%	1%
32,001 to 34,000	1%	5%	1%	-	-	5%	-	3%	5%	2%
34,001 to 36,000	1%	1%	-	-	-	1%	-	6%	4%	1%
36,001 to 38,000	1%	1%	-	-	-	1%	-	4%	1%	1%
38,001 to 40,000	-	1%	1%	-	*	1%	-	5%	1%	1%
40,001 to 42,000	-	*	-	1%	-	3%	-	9%	1%	1%
42,001 to 44,000	-	-	-	-	-	1%	-	5%	-	*
Over $44,000	-	-	1%	-	-	-	-	18%	1%	2%

* Less than 1%

MHDealer welcomes participation by many dealers nationwide in this monthly report on manufactured homes sold. To participate, write to MHDealer, 2300 Middlebury Street, Elkhart, Indiana 46514; a member of the staff will be back to you shortly to expedite your part in this valuable service to all readers.

Manufacturer Output

PRODUCTION OF MOBILE HOMES IN JUNE 1980
Revised

State	Single Section	Multi Section	Total June '80	Revised Total June '79	Percent Comparison	Year to Date		Percent Comparison
						1980	1979	
Alabama	888	97	985	1,474	−33.18	7,413	8,633	−14.13
Alaska*								
Arizona	188	106	294	616	−52.27	2,223	3,763	−40.92
Arkansas	201	20	221	301	−26.58	1,591	1,717	−07.34
California	223	939	1,162	1,804	−35.59	7,677	11,103	−30.86
Colorado	156	30	186	234	−20.51	1,183	1,518	−22.07
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	485	822	1,307	1,949	32.94	10,245	12,001	−14.63
Georgia	1,237	422	1,659	2,253	−26.36	11,665	12,639	−7.70
Idaho	271	154	425	778	−45.37	2,578	42.28	−39.03
Illinois*								
Indiana	1,398	159	1,557	3,271	−52.40	9,911	14,574	−32.00
Iowa*								
Kansas	473	35	508	974	−47.84	3,484	5,244	−33.56
Kentucky*								
Louisiana	204	11	215	300	−28.33	1,526	1,773	−13.93
Maine*								
Maryland*								
Massachusetts	0	0	0	0	0	0	0	0
Michigan*								
Minnesota	127	22	149	312	−52.24	1,011	1,780	−43.20
Mississippi	158	17	175	444	−60.59	1,434	2,386	−39.90
Missouri	70	49	119	223	−46.64	828	1,143	−27.56
Montana*								
Nebraska	186	56	242	377	−35.81	1,565	1978	−20.88
Nevada	0	0	0	0	0	0	0	0
New Hampshire*								
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*								
North Carolina	830	147	977	1,792	−45.48	7,325	9,590	−23.62
North Dakota	0	0	0	0	0	0	0	0
Ohio	237	23	260	443	−41.31	1,344	1,898	−25.66
Oklahoma	75	5	80	95	−15.79	508	5.20	−2.31
Oregon	242	362	604	1,273	−52.55	3,997	6,756	−40.84
Pennsylvania	714	89	803	1,539	−47.82	4,847	6,857	−29.31
Rhode Island	0	0	0	0	0	0	0	0
South Dakota*								
Tennessee	311	76	387	699	−44.64	2,405	3,426	−29.80
Texas	1,790	240	2,030	2,932	−30.76	13,919	15,911	−12.52
Utah*								
Vermont*								
Virginia	142	9	151	313	−51.76	1,084	1,577	−31.26
Washington	57	109	166	294	−43.54	979	1,609	−39.15
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	277	12	289	664	−56.47	1,815	3,091	−41.28
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with *	394	37	431	965	−55.34	2,586	4,583	−43.57
Canada	0	0	0	0	–	0	18	–
Totals	11,334	4,048	15,382	26,319	−41.56	105,713	140,298	−25.02

*These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York, Michigan and South Carolina are lumped into the category "states shown with (*)" due to the present manufacturing conditions in those states.

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

June Production And Shipments

Manufactured housing shipments decreased in June — but in a percentage ratio slightly better than for May. Whereas May '80 against May '79 showed a 44.32% drop, the figures for June '80 as against June '79 showed only a 41.55% decrease.

Year to date, 105,173 units have been shipped, as against 140,316 in June of 1979; the drop is slightly more than 25% from the figure of 12 months ago.

State by state, shipment figures all showed a minus percentage comparison both for the month, against the same month last year, and for the year to date. But, again, the percentage of decrease in most cases constituted an improvement over the business figures in the same states in May (see the reports in your August issue of MHD to compare the situation in your own state).

SHIPMENT OF MOBILE HOMES IN JUNE 1980
Revised

State	Single Section	Multi Section	Total June '80	Revised Total June '79	Percent Comparison	Year to Date		Percent Comparison
						1980	1979	
Alabama	224	51	275	637	−56.82	2,715	4,179	−35.03
Alaska	12	1	13	16	−18.75	32	82	−60.98
Arizona	206	136	342	740	−53.78	2,774	4,995	−44.46
Arkansas	141	16	157	248	−36.69	965	1,334	−27.66
California	187	830	1,017	1,521	−33.14	6,669	8,920	−25.24
Colorado	158	37	195	417	−53.24	1,410	2,356	−40.15
Connecticut	27	1	28	31	−16.06	134	170	−21.18
Delaware	71	6	77	147	−47.62	520	790	−34.18
Florida	764	911	1,675	2,317	−27.71	13,100	14,588	−10.20
Georgia	406	172	578	1,259	−54.09	4,265	5,400	−21.02
Idaho	75	44	119	324	−63.27	747	1,608	−53.54
Illinois	201	25	226	550	−58.91	1,386	2,229	−37.82
Indiana	286	33	319	673	−52.60	1,990	3,026	−34.24
Iowa	62	5	67	225	−70.22	608	977	−37.77
Kansas	100	24	124	306	−59.48	1,007	1,609	−37.41
Kentucky	208	41	249	766	−67.49	1,756	3,287	−46.58
Louisiana	817	44	861	845	1.89	5,643	5,679	−00.63
Maine	61	2	63	197	−68.02	388	727	−46.63
Maryland	78	6	84	103	−18.45	512	601	−14.81
Massachusetts	36	9	45	66	−31.82	217	311	−30.23
Michigan	294	32	326	956	−65.90	2,086	4,294	−51.42
Minnesota	95	11	106	338	−68.64	766	1,714	−55.31
Mississippi	213	32	245	420	−41.67	1,829	2,477	−26.16
Missouri	209	40	249	400	−37.75	1,491	2,361	−36.85
Montana	113	13	126	221	−42.99	655	1,217	−46.18
Nebraska	56	22	78	153	−49.02	444	753	−41.04
Nevada	61	70	131	229	−42.79	769	1,622	−52.59
New Hampshire	51	4	55	92	−40.22	346	435	−20.46
New Jersey	42	9	51	79	−35.44	301	450	−33.11
New Mexico	122	23	145	332	−56.33	1,159	2,016	−42.51
New York	242	27	269	536	−49.81	1,395	2,070	−32.61
North Carolina	581	106	687	1,224	−43.87	4,897	6,658	−26.45
North Dakota	76	13	89	149	−40.27	531	631	−15.85
Ohio	378	58	436	914	−52.30	2,993	4,106	−27.11
Oklahoma	379	45	424	566	−25.09	2,659	3,154	−15.69
Oregon	90	204	294	659	−55.39	2,087	3,454	−39.58
Pennsylvania	398	40	438	933	−53.05	2,492	4,092	−39.10
Rhode Island	3	1	4	10	−60.00	22	45	−51.11
South Carolina	306	89	395	705	−43.97	2,753	3,754	−26.66
South Dakota	34	7	41	81	−49.38	282	470	−40.00
Tennessee	189	31	220	463	−52.48	1,847	2,764	−33.18
Texas	1,654	234	1,888	2,668	−29.24	12,118	14,056	−13.79
Utah	43	37	80	153	−47.71	544	844	−35.55
Vermont	39	1	40	57	−29.82	205	302	−32.12
Virginia	219	43	262	500	−47.60	1,654	2,626	−37.01
Washington	227	302	529	1,100	−51.91	3,352	5,984	−43.98
West Virginia	243	26	269	471	−42.89	1,466	2,299	−36.23
Wisconsin	180	8	188	300	−37.33	948	1,569	−39.58
Wyoming	156	27	183	188	− 2.66	940	1,028	−08.56
DC & US Territory	0	0	0	0	—	24	0	—
Export	0	0	0	3	—	11	34	−26.97
Destination Pending	521	99	620	21		5,269	169	
Total	11,334	4,048	15,382	26,318	−41.55	105,173	140,316	−25.05

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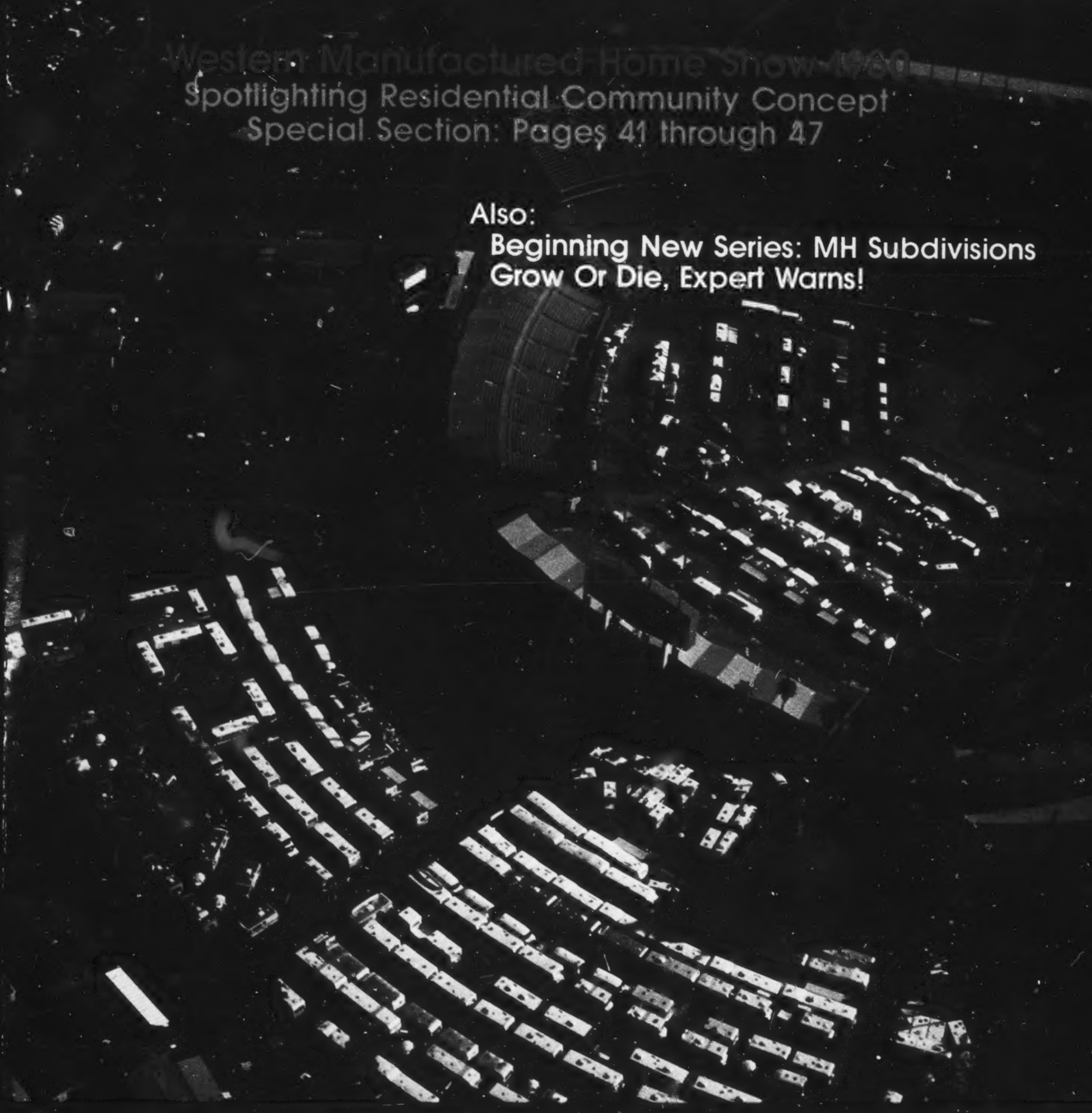

Western Manufactured Home Show 1980
Spotlighting Residential Community Concept
Special Section: Pages 41 through 47

Also:
Beginning New Series: MH Subdivisions
Grow Or Die, Expert Warns!

manufactured housing dealer

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ON THE COVER: *The scene at Dodger Stadium during the 1979 annual Western Manufactured Housing Show. It's a scene that will be enhanced this year through new emphasis on the residential community concept. For your own complete program and how to make the scene at Dodger Stadium 1980, turn to page 41.*

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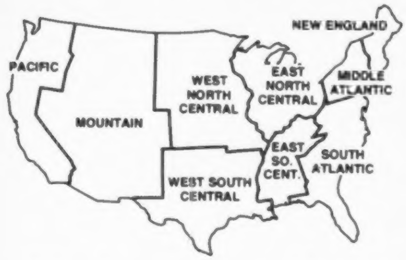
Retail Activity

	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
NEW SALES COMPARISON JULY '80 TO JUNE '80 (Percent change)	+57.4	+29.0	−5.7	+11.3	+37.6	NC	−28.6	+23.1	−36.8	+27.5
NEW SALES COMPARISON JULY '80 TO JULY '79 (Percent change)	+7.1	−24.7	−46.3	−17.5	−1.3	−37.5	−37.5	−40.7	−50.0	−15.1
PRE-OWNED SALES COMP JULY '80 TO JUNE '80 (Percent change)	+5.1	−10.8	+125.0	+16.0	+9.8	+127.0	+200.0	—	NC	+17.8
PRE-OWNED SALES COMP JULY '80 TO JULY '79 (Percent change)	−12.9	−25.0	+26.3	+81.3	−26.2	+100.0	−62.5	NC	−43.8	−9.9
NEW INVENTORY COMPARISON JULY 1980 TO 1979 (Percent change)	−18.9	−24.3	−12.3	−1.1	−6.2	−29.7	−42.9	−36.0	−19.6	−15.8
PRE-OWNED INV. COMPARISON JULY 1980 TO 1979 (Percent change)	+35.3	−12.0	+67.6	−29.8	−54.7	−4.8	−28.6	−20.0	−25.8	−7.7
DAYS IN INVENTORY NEW HOMES — JULY 1980 (Based on 31 days)	95	87	123	99	106	190	149	112	245	103*
DAYS IN INVENTORY NEW HOMES — JULY 1979 (Based on 31 days)	130	87	79	80	112	130	163	105	168	105**

Insufficient replies from New England for reliable figures.

NC No change

*Days in inventory, July 1980 — (171 sales locations)
**Days in inventory, July 1979 — (156 sales locations)



RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under $8,000	-	14%	3%	3%	5%	4%	-	-	-	6%
8,001 to 10,000	15%	1%	16%	7%	21%	4%	-	-	7%	10%
10,001 to 12,000	5%	10%	8%	12%	14%	-	-	-	-	10%
12,001 to 14,000	15%	9%	8%	13%	18%	7%	-	-	15%	12%
14,001 to 16,000	13%	16%	8%	16%	7%	11%	20%	-	15%	12%
16,001 to 18,000	5%	21%	14%	12%	12%	7%	40%	-	-	14%
18,001 to 20,000	10%	11%	16%	18%	10%	15%	-	-	8%	12%
20,001 to 22,000	8%	3%	-	6%	3%	4%	20%	-	-	4%
22,001 to 24,000	10%	3%	6%	6%	5%	11%	-	-	8%	5%
24,001 to 26,000	-	3%	6%	-	2%	7%	20%	6%	8%	3%
26,001 to 28,000	-	4%	3%	3%	1%	-	-	6%	8%	2%
28,001 to 30,000	3%	1%	6%	2%	1%	11%	- -	6%	-	2%
30,001 to 32,000	3%	1%	-	-	1%	-	-	6%	8%	1%
32,001 to 34,000	3%	1%	-	-	1%	-	-	6%	8%	1%
34,001 to 36,000	-	1%	-	-	-	4%	-	13%	8%	1%
36,001 to 38,000	10%	1%	-	-	-	4%	-	6%	-	2%
38,001 to 40,000	-	1%	-	-	-	7%	-	13%	8%	1%
40,001 to 42,000	3%	-	3%	2%	-	-	-	6%	-	1%
42,001 to 44,000	-	-	-	-	-	4%	-	6%	7%	1%
Over $44,000	-	-	3%	-	-	*	-	-	-	*

*Less than one percent

Sales of new manufactured housing in July advanced over June, 1980. Three areas were off; however, on a nationwide basis the upturn was 27.5%. The largest increase in new sales was in the South Atlantic states.

Average number of new homes sold at each sales location in July was 3.8 homes. Of the total number of new home sales, 20.6% were multi-section homes.

When comparing sales of new manufactured homes in July, 1980, to the same month in 1979, all regions showed a decline except the South Atlantic. Overall, the drop was 15.1%.

Pre-owned home sales also showed an upswing in July over June at 17.8%. Comparing these figures to pre-owned

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homes sold in July, 1979, there was a decrease of nine and nine-tenths percent. The average number of resales for each sales center was one and one-half.

Inventory of new manufactured homes was down 15.3% from 1979 for the month of July and for pre-owned homes, inventory dropped seven and seven-tenths percent. The average number of new homes in stock was 13.8 and the average number of pre-owned homes was 4.8 at each sales location.

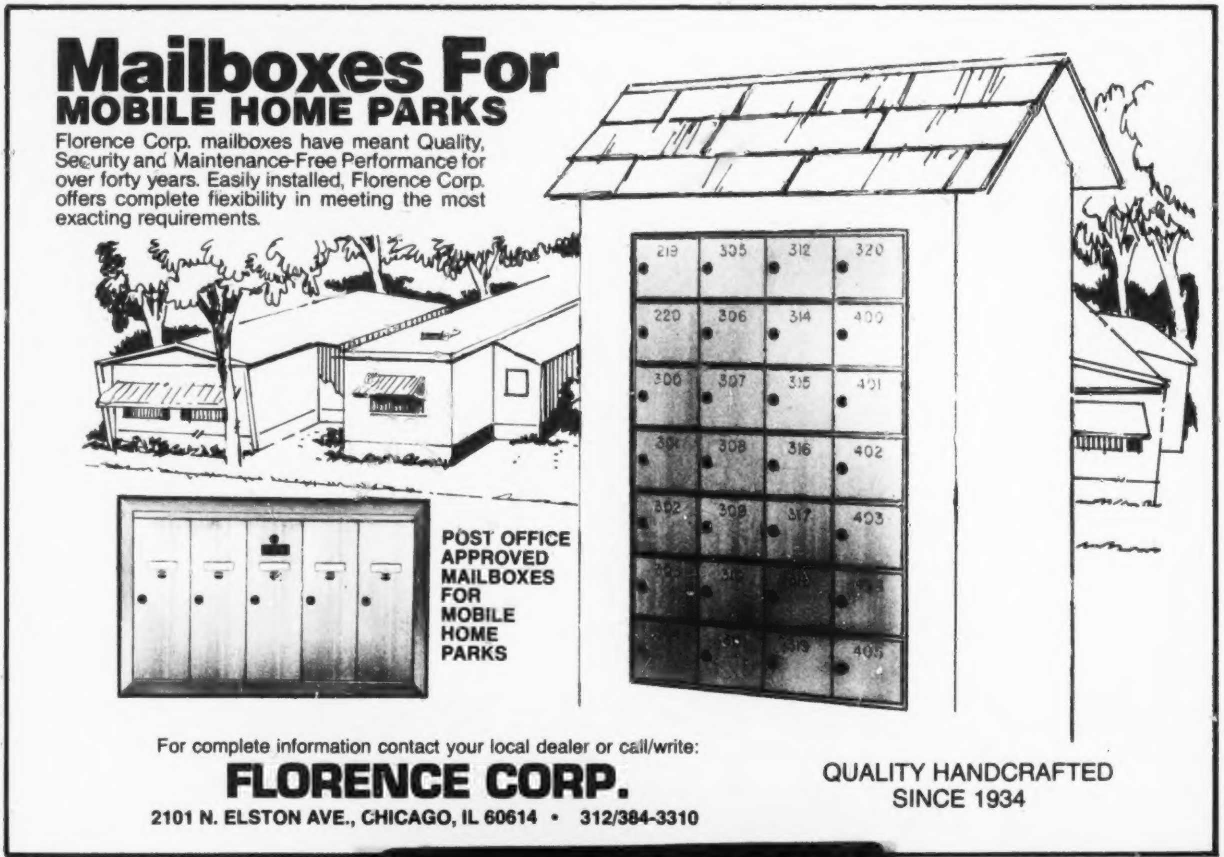
Days in inventory are close for the two years on a nationwide basis, though showing a number of variations at the regional level. Dealers report 103 days of inventory at the end of July, 1980 (at the present rate of sales, based on 31 days).

Repossessions were up 130% according to the dealers who report their repos for both years though 72% of these dealers had no repos in the month of July in either year. The regions showing a reduction in repos were West North Central and East South Central. **MHD**

NEW HOMES IN INVENTORY END JULY

RETAIL PRICE RANGE	SOUTH ATLANTIC	EAST NORTH CENTRAL	WEST NORTH CENTRAL	WEST SOUTH CENTRAL	EAST SOUTH CENTRAL	MID-ATLANTIC	NEW ENGLAND	PACIFIC	MOUNTAIN	ALL AREAS
Under $8,000	7%	-	-	1%	32%	2%	-	-	1%	13%
8,001 to 10,000	11%	4%	12%	15%	22%	4%	4%	-	8%	13%
10,001 to 12,000	9%	6%	2%	19%	13%	13%	4%	-	1%	10%
12,001 to 14,000	14%	8%	7%	12%	14%	10%	17%	-	7%	11%
14,001 to 16,000	19%	9%	11%	19%	7%	10%	-	-	10%	10%
16,001 to 18,000	14%	29%	16%	9%	5%	12%	13%	-	6%	10%
18,001 to 20,000	5%	19%	18%	8%	3%	12%	8%	-	12%	8%
20,001 to 22,000	6%	2%	7%	10%	3%	12%	17%	2%	13%	6%
22,001 to 24,000	4%	5%	6%	3%	1%	6%	25%	-	9%	4%
24,001 to 26,000	3%	-	7%	1%	*	1%	4%	3%	7%	2%
26,001 to 28,000	2%	2%	2%	-	*	2%	4%	9%	1%	1%
28,001 to 30,000	2%	2%	2%	-	-	2%	4%	7%	3%	1%
30,001 to 32,000	2%	2%	7%	1%	-	3%	-	5%	2%	2%
32,001 to 34,000	1%	4%	-	-	-	4%	-	5%	6%	2%
34,001 to 36,000	1%	4%	1%	-	-	1%	-	13%	4%	2%
36,001 to 38,000	-	2%	1%	-	*	1%	-	4%	6%	1%
38,001 to 40,000	-	1%	-	2%	-	1%	-	7%	3%	1%
40,001 to 42,000	-	-	-	-	-	3%	-	9%	-	1%
42,001 to 44,000	-	1%	-	-	-	1%	-	2%	-	1%
Over $44,000	-	-	1%	-	-	*	-	29%	1%	2%

*Less than one percent



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Manufacturer Output

PRODUCTION OF MOBILE HOMES IN JULY 1980
Revised

State	Single Section	Multi Section	Total July '80	Revised Total July '79	Percent Comparison	Year to Date 1980	Year to Date 1979	Percent Comparison
Alabama	1,130	131	1,261	1,463	−13.81	8,674	10,096	−14.08
Alaska*	—	—	—	—	—	—	—	—
Arizona	194	98	292	457	−36.11	2,515	4,220	−40.40
Arkansas	197	27	224	277	−19.13	1,815	1,994	− 8.98
California	205	896	1,101	1,655	−33.47	8,778	12,758	−31.20
Colorado	112	70	182	224	−18.75	1,365	1,742	−21.64
Connecticut	0	0	0	0	0	0	0	0
Delaware	0	0	0	0	0	0	0	0
Florida	508	790	1,298	1,446	−10.24	11,543	13,447	−14.16
Georgia	1,420	475	1,895	1,963	− 3.46	13,560	14,602	− 7.14
Idaho	264	178	442	704	−37.22	3,020	4,932	−38.77
Illinois*	—	—	—	—	—	—	—	—
Indiana	1,517	203	1,720	2,560	−32.81	4,298	17,134	−74.92
Iowa*	—	—	—	—	—	—	—	—
Kansas	466	27	493	755	−34.70	3,977	5,999	−33.71
Kentucky*	—	—	—	—	—	—	—	—
Louisiana	195	20	215	301	−28.57	1,741	2,074	−16.06
Maine*	—	—	—	—	—	—	—	—
Maryland*	—	—	—	—	—	—	—	—
Massachusetts	0	0	0	0	0	0	0	0
Michigan*	—	—	—	—	—	—	—	—
Minnesota	148	26	174	325	−46.46	1,185	2,105	−43.71
Mississippi	187	32	219	368	−40.49	1,653	2,754	−39.98
Missouri	113	36	149	194	−23.20	977	1,377	−26.93
Montana*	—	—	—	—	—	—	—	—
Nebraska	229	55	284	306	− 7.19	1,849	2,284	−19.05
Nevada	0	0	0	0	0	0	0	0
New Hampshire*	—	—	—	—	—	—	—	—
New Jersey	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0
New York*	—	—	—	—	—	—	—	—
North Carolina	1,020	194	1,214	1,669	−27.26	2,558	3,567	−28.29
North Dakota	0	0	0	0	0	0	0	0
Ohio	250	28	278	417	−33.33	1,622	2,315	−29.94
Oklahoma	89	7	96	86	−11.63	504	606	− 0.33
Oregon	294	430	724	989	−26.79	4,721	7,745	−39.04
Pennsylvania	831	95	926	1,239	−25.26	5,773	8,096	−28.69
Rhode Island	0	0	0	0	0	0	0	0
South Carolina*	—	—	—	—	—	—	—	—
South Dakota*	—	—	—	—	—	—	—	—
Tennessee	312	90	402	622	−35.37	2,807	4,048	−30.66
Texas	1,943	287	2,230	2,465	− 9.53	16,149	18,376	−12.12
Utah*	—	—	—	—	—	—	—	—
Vermont*	—	—	—	—	—	—	—	—
Virginia	163	19	182	306	−40.52	1,266	1,883	−32.77
Washington	67	123	190	246	−22.76	1,169	1,855	−36.98
West Virginia	0	0	0	0	0	0	0	0
Wisconsin	305	12	317	636	−50.16	2,132	3,727	−42.80
Wyoming	0	0	0	0	0	0	0	0
DC & US Territory	0	0	0	0	0	0	0	0
States shown with *	406	50	456	686	−33.53	3,042	5,269	−42.27
Canada	0	0	0	0	—	0	18	—
Totals	12,565	4,399	16,964	22,472	−24.51	122,677	162,770	−24.63

* These states have less than three manufacturers. Figures are aggregated on the second line above "totals" to protect proprietary information. The states of Maine, New York, Michigan and South Carolina are lumped into the category "states shown with (*) due to present manufacturing conditions in those states."

Figures used are those compiled by the National Conference of States on Building Codes and Standards.

July Production And Shipments

The figures may still be in the minus column, but the general aspect of the production and shipment report is upward. While manufactured housing shipments declined again in July, once more they did so in a percentage ratio less than for the previous month — and this time by a marked difference.

Whereas June '80 against June '79 showed a 41.55% drop (and May '80 against May '79 showed a 44.32% drop) the figures for July show only a 24.41% drop in shipments for 1980 as against 1979. Similarly, the year-to-date percentage comparison indicates continuing improvement; whereas June figures showed a 25.05% drop, those for July end as a 24.97% loss only.

State by state, July figures continue as minus percentages — except, this month, in Alaska, Oklahoma and Wyoming. Louisiana, which showed in the plus column with the June figures, has dropped below the line again this month. But, overall, figures for each state are on a par or show an improvement over June. See the September issue of MHD for the percentage situation in your own state as reported last month.

SHIPMENT OF MOBILE HOMES IN JULY 1980
Revised

State	Single Section	Multi Section	Total July '80	Revised Total July '79	Percent Comparison	Year to Date		Percent Comparison
						1980	1979	
Alabama	336	64	400	708	−43.50	3,115	4,887	−36.26
Alaska	10	3	13	9	44.40	45	91	−50.55
Arizona	207	129	336	619	−45.72	3,110	5,614	−44.60
Arkansas	162	29	191	231	−17.32	1,156	1,565	−26.13
California	179	801	980	1,364	−28.15	7,649	10,284	−25.62
Colorado	141	54	195	389	−49.87	1,605	2,745	−41.39
Connecticut	32	1	33	39	−15.38	167	209	−20.10
Delaware	57	8	65	100	−35.00	585	890	−34.27
Florida	863	905	1,768	1,794	− 1.45	14,868	16,382	− 9.24
Georgia	460	195	655	768	−14.71	4,920	6,168	−20.23
Idaho	73	53	126	259	−51.35	873	1,867	−53.24
Illinois	221	45	266	435	−38.85	1,652	2,664	−37.99
Indiana	289	41	330	523	−36.90	2,320	3,549	−34.63
Iowa	80	6	86	192	−55.21	694	1,169	−40.63
Kansas	138	19	157	256	−38.67	1,164	1,865	−37.59
Kentucky	247	34	281	508	−44.69	2,037	3,795	−46.32
Louisiana	851	61	912	1,016	−10.24	6,555	6,695	− 2.09
Maine	91	0	91	336	−72.92	479	1,063	−54.94
Maryland	79	7	86	105	−18.10	598	706	−15.30
Massachusetts	33	8	41	51	−19.61	258	362	−28.73
Michigan	339	44	383	742	−48.38	2,469	5,036	−50.97
Minnesota	111	11	122	323	−62.23	888	2,037	−56.41
Mississippi	273	47	320	446	−28.25	2,149	2,923	−26.48
Missouri	252	41	293	404	−27.48	1,784	2,765	−35.48
Montana	114	22	136	215	−36.74	791	1,432	−44.76
Nebraska	71	15	86	128	−32.81	530	881	−39.84
Nevada	37	72	109	258	−57.75	878	1,880	−53.30
New Hampshire	52	1	53	96	−44.79	399	531	−24.86
New Jersey	52	17	69	70	− 1.43	370	520	−28.85
New Mexico	170	35	205	276	−25.72	1,364	2,292	−40.49
New York	284	41	325	386	−15.80	1,720	2,456	−29.97
North Carolina	703	135	838	1,175	−28.68	5,735	7,833	−26.78
North Dakota	81	18	99	112	−11.61	630	743	−15.21
Ohio	370	62	432	728	−40.66	3,425	4,834	−29.15
Oklahoma	474	45	519	515	0.78	3,178	3,669	−13.38
Oregon	122	217	339	502	−32.47	2,426	3,956	−38.68
Pennsylvania	403	35	438	732	−40.16	2,930	4,824	−39.26
Rhode Island	3	2	5	7	−28.57	27	52	−48.08
South Carolina	350	117	467	653	−28.48	3,220	4,407	−26.93
South Dakota	39	11	50	89	−43.82	332	559	−40.61
Tennessee	261	48	309	475	−34.95	2,156	3,239	−33.44
Texas	1,685	282	1,967	2,093	− 6.02	14,085	16,149	−12.78
Utah	48	36	84	122	−31.15	628	966	−34.99
Vermont	30	2	32	50	−36.00	237	352	−32.67
Virginia	321	44	365	469	−22.17	2,019	3,095	−34.77
Washington	304	367	671	909	−26.18	4,023	6,893	−41.64
West Virginia	265	25	290	472	−38.56	1,756	2,771	−36.63
Wisconsin	170	6	176	334	−47.31	1,124	1,903	−40.94
Wyoming	147	42	189	164	15.24	1,129	1,192	− 5.29
DC & US Territory	0	0	0	0	–	24	0	–
Export	0	0	0	0	–	11	34	−67.65
Destination Pending	485	96	581	25		5,850	194	
Total	12,565	4,399	16,964	22,472	−24.51	122,137	162,788	−24.97

Richard X. Bove is a vice president in the research department at Wertheim & Co., Inc., New York. During the past 12 years, he has written extensively on the manufactured housing industry and its leading companies for security investors.

Renaissance— A Time That's Come For The MH Industry

We may be entering another phase of rapid growth, says this industry observer and analyzer.

by Richard X. Bove

The manufactured housing industry, which over the past two decades has been characterized by long periods of advance and decline, now appears to be entering another phase of rapid growth. The first phase occurred in the 1960s, when manufactured housing companies established strong records of growth. The industry had the ability to deliver a relatively low-cost product at a time when demand for this type of shelter was expanding. Product sales grew rapidly, outpacing those of conventionally-built shelter.

In the second phase, beginning in 1973, performance of the industry changed dramatically. The price of a manufactured home tended to rise more rapidly than that of a single-family home on a monthly payment basis, and needed changes in financing were not forthcoming. In addition, regulatory problems developed with Congress, HUD, and the FTC. As a result, industry fortunes soured and the industry lost much of the gains it had achieved earlier.

Currently, a positive phase may once again be developing; needed changes have occurred in the financing and sale of manufactured homes which make it appear that the industry will again expand its market position:

First, federal government programs are being advanced at lower monthly costs, and provide more capital to finance purchase.

Secondly, institutional and private demand for the product has increased and commercial banks are making more financing capital available to the industry.

Thus it appears that industry shipments, which have fallen from 1972's peak level of 600,000 units to perhaps 210,000 this year may again begin to rise. We estimate that by 1982 demand will be back to the 350,000 to 400,000 level.

The chart on this page makes this clearer.

The key risk facing the industry is the severity of the present economic downturn. Should unemployment levels rise to a point similar to the 1974-1975 recession, sales of mobile homes would fall short of our estimate. A more moderate increase in unemployment would not change the outlook. In the event of a severe recession, the concepts presented here would be delayed by 12 to 18 months.

Governmental Moves

It is my belief that the federal government will find it difficult to maintain its support of the conventional housing industry in a fashion consistent with the past decade, for several reasons.

First, government programs have failed to provide the nation with an increasing supply of new housing units.

Secondly, the cost of governmental efforts has been enormous, both in terms of direct budgetary expenditures and in the indirect impact that these programs have had on the overall costs of capital and on inflation.

Thirdly, government appears increasingly concerned with

continued on page 88

Mobile Home Shipments
A 20-Year History and Projection 1962-1982

	Mobile Home (thou.)	Housing Starts (thou.)	Total (thou.)	Mobile/ Total (percent)
1982	350	1,900	2,250	15.6
1981	275	1,600	1,875	14.7
1980	210	1,300	1,510	13.9
1979	276	1,749	2,025	13.6
1978	275	2,023	2,299	12.0
1977	279	1,990	2,269	12.3
1976	250	1,548	1,798	13.9
1975	213	1,171	1,384	15.4
1974	329	1,353	1,682	19.6
1973	567	2,058	2,625	21.6
1972	576	2,379	2,955	19.5
1971	497	2,085	2,582	19.2
1970	401	1,469	1,870	21.4
1969	413	1,500	1,913	21.6
1968	318	1,545	1,863	17.1
1967	240	1,322	1,562	15.4
1966	217	1,196	1,413	15.4
1965	217	1,510	1,727	12.6
1964	191	1,561	1,752	10.9
1963	151	1,635	1,786	8.5
1962	118	1,492	1,610	7.3

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by a title insurance company to issue a title insurance policy for both house and lot.

Because of the 30-year financing program, and the availability of title insurance, a formal application has been filed with the Federal National Mortgage Association (FNMA) for this project. A state-approved foundation system along with wood siding, shingle roofs with a three-and-12 pitch, eaves, and two-car garages are required for approval. These items are being accomplished and approval is expected momentarily. This will provide true, conventional real estate packages. All future Daon developments will meet the FNMA requirements.

Sales at Tierra del Sol are being directed by Fireside Realty, a company which previously had been involved strictly in conventionally-built home developments. **MHD**

RENAISSANCE *from page 30*

stimulating the supply side of the economy and is likely to obtain funds to do so in part from the housing sector.

Despite the clear need felt within government to reduce housing programs, strong political pressure persists for aid to the housing sector. Congress and the President seem likely to attempt to balance these two conflicting demands by maintaining the unit level of assistance to the housing sector while reducing the dollar cost of that assistance. More specifically, it is my expectation that the government will concentrate on assisting and subsidizing existing housing and stimulating the mobile home industry, thereby sharply reducing the individual unit subsidy cost from what it would have been if assistance were focused heavily on new conventional housing. The following may be cited as evidence of this approach:

- The main housing subsidy, Section 8, has been redirected to allocate greater funding to existing housing, and, for the first time, to manufactured housing at the expense of the conventional new housing industry.
- The Federal Home Loan Bank has given savings and loans the authority to create 20-year, 10% down payment mortgages for the purchase of mobile homes sited on individual lots. In addition savings and loans may now allocate 20% of their deposits to this type of lending, up from 10% in previous years. While it is not clear that this capital will be used, the regulatory change frees tens of billions of dollars for mobile home lending.
- The Federal Housing Administration has committed itself to assist in the financing of an increasing number of manufactured housing units during the next 12 months, up from an average of 8,500 units per year during the past decade.
- It is believed that the Government National Mortgage Association will allow the creation of pass-through securities utilizing land and mobile home loans as collateral.
- Congress has shown an increasing willingness to adjust the prices of manufactured homes under present programs to facilitate greater use of the product.
- The Federal National Mortgage Association is expanding its interests in the sector.
- On the state level the units are being redefined as real property easing zoning constraints.

The importance of these measures is that they significantly alter the method of financing manufactured housing. Previously, consumers were forced to borrow on chattel loan agreements with 12 to 15 year terms, 20% down payments and 13% to 16% interest rates in order to purchase units. Additionally, the consumer would be required to either rent land on which to place the unit, or make a second short-term loan of three to four years at

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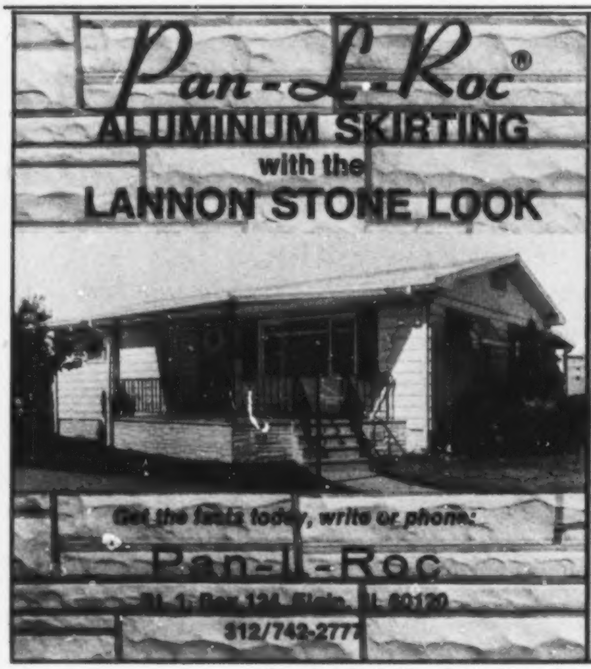

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RENAISSANCE *from page 88*

high interest rates in order to buy the land which became the ultimate site.

The thrust of the governmental moves will be to cut the down payment and lower the monthly carrying charge, by extending the term of the land and home mortgages, and by reducing the interest rate. This will increase the competitive price advantage of manufactured home relative to conventionally built shelter. Moreover, it is now speculated in industry circles that additional governmental moves to subsidize manufactured housing purchases are being contemplated.

Private Sector Changes

Perhaps the most important benefit to the industry from the governmental moves will be an enhancement of the cost advantage of a unit relative to a single-family home. However, even without these programs, the economics of purchasing manufactured housing have improved. The average cost of a single-family home newly built is now $74,000, while an existing single-family unit will cost $64,000. Manufactured homes built and sited on individual lots will sell for as much as $30,000 less than either of the conventional units. Thus, while conventional housing reaches levels where it is priced out of some household markets, the manufactured home remains an affordable unit.

More importantly, in recent years the economics of building apartment units have been quite unfavorable, leading to a sharp drop in multi-family housing starts (62% estimated from 1972 to 1980). At the same time, the economics of converting apartments to condominiums have been quite favorable. As a result, a shortage of affordable rental units is in process of developing.

In addition, business managers in some sectors of the country are requesting zoning changes to allow for the construction of low-cost housing. These businessmen — whether they be in Orange County, California, or in the coal fields of West Virginia — are being pressured by the need to provide housing at a price that will allow for a low-cost labor force. They recognize that, if they are unsuccessful, labor costs for their facilities will rise to a point where manufacturers in high cost housing areas will be unable to be competitive in pricing their product in the open market. A return to the "company town" of the past, utilizing manufactured housing, is likely.

Finally, studies by bankers have indicated that the repossession rate on manufactured housing loans has dropped to a level where it becomes attractive to become involved in this business. These studies further indicate that the cost of administering and placing these loans on the books is considerably less than that of handling automobile or similar types of personal installment loans. As a result, lenders are being attracted to this sector by the basic profit motivation that has been lacking for some time in this type of financing. The move toward making consumer loans of this nature is also being heightened by the decline in sales of automobiles, boats and other large durable goods, which has left some banks with significant capital available for consumer lending.

Industry Structure

These changes in the government attitude toward the manufactured housing industry and in the private economics of the industry come at a time when the structure of the business is in sounder condition than it has been for quite some years. Inventories of units are reasonable. The number of manufacturers and manufacturing plants has dropped consistently for the past five years. The number of dealers is down. As a result, an increase in demand for the products created by low-cost financing and greater capital availability would reach the manufactured housing industry at a time when the industry structure can maximize the profit potential.

Not all producers will be affected similarly, however. At present, tight money conditions and high interest rates are having an adverse effect. In addition, there is a shortage of available home sites in some regions. Price competition also appears to be a factor throughout the country, given current sales trends. At present, the smaller, regional producers who create low-cost, single-wide units are best able to handle this competition. The larger, more nationally-oriented manufacturers are faced with higher management costs and the need to comply with Federal Trade Commission decrees not required of smaller producers.

These considerations suggest the small, regional, low-cost manufactured housing producer may benefit from changing industry trends first. The companies involved in weak regions, with recreational vehicle, and having national exposure could lag. Their earnings should resurge more slowly. Once the upturn in the industry is under way, however, all companies will probably reach levels which will make them attractive, and possible acquisition targets by major corporations who once again will seek entry into the industry. **MHD**

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